26TH YEAR

BROADCASTING TELECASTING

THE BUSINESSWEEKLY OF RADIO AND TELEVISION | SEPTEMBER 2, 1957 35¢ PER COPY

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Psyches and six-shooters

Adjournment score card

GET THE NEW vue
N DELAWARE VALLEY

NEW PERSONALITIES
NEW COVERAGE
NEW POWER

WVUE TV 12
CHANNEL
WILMINGTON · PHILADELPHIA

NORRISTOWN • BETHLEHEM • HAVRE DE GRACE • TOMS RIVER • BURLINGTON • NEW CASTLE • BOYERTOWN
WILMINGTON • PHILADELPHIA • TRENTON • READING • ALLENTOWN • DOVER • LANCASTER • NEW BRUNSWICK • ATLANTIC CITY • CAMDEN • CAPE MAY
ASBURY PARK • EASTON • CHESTER • LAKEWOOD • VINELAND • BRIDGETON

What an opportunity for a timebuyer! Now 7,000,000 people can see the bright new VUE on Channel 12! Our powerful new transmitter . . . located just across the river from Philadelphia . . . blankets the Nation's 4th richest market. Greater sports coverage, the Big 50 Movies, top-rated half-hour syndications and favored local personalities like Pete Boyle and The Selbys are building audiences fast!

For the first time in years you can grab a television FRANCHISE in the Delaware Valley . . . if you act fast. Get a good VUE of the new VUE today!

SALES OFFICES:
New York—625 Madison Ave., Plaza 1-3940
Chicago—230 N. Michigan Ave., Franchlin 2-6498
San Francisco—111 Sutter Street, Sutter 1-8689

Represented Nationally by THE KATZ AGENCY, INC.

Here's how Big Aggie measures up to ranking metropolitan markets

Big Aggie Land—the 175 county area defined and delivered by WNAX-570—measures as one of the nation's major markets.

In comparison with these metropolitan areas:

New York-Northeastern New Jersey
Chicago
Los Angeles-Long Beach
Philadelphia
Detroit
San Francisco-Oakland
Boston
Pittsburgh
YANKTON-SIOUX CITY—BIG AGGIE LAND
St. Louis
Washington, D. C.

Big Aggie Land Ranks: *

8th in population with *2,338,800 people*
9th in Total Retail Sales with *$2,392,522,000*
7th in Automotive Store Sales with *$466,463,000*
7th in Filling Station Sales with *$200,014,000*

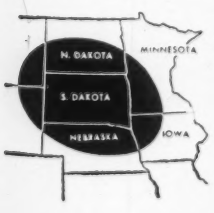
And Big Aggie ranks with the top fifteen in Spendable Income and Food, Drug, General Merchandise, Apparel and Home Furnishing Store Sales.

* Compiled from Standard Rate & Data Service Consumer Markets estimates—January 1, 1957

Selling is big business in Big Aggie Land. For your share of the sales, see your Katz man.

35th ANNIVERSARY OF WNAX — 1922 - 1957

BIG AGGIE LAND



WNAX-570

CBS-YANKTON, SOUTH DAKOTA

A Cowles station
Don D. Sullivan, General Manager

WCHS TV STILL FIRST IN 23rd M
WCHS TV STILL FIRST IN 23rd MARKET....WCHS TV
MARKET....WCHS TV.
WCHS TV STILL FIRST IN
L FIRST IN 23rd MARKET....WCHS TV
WCHS TV STILL FIRST IN 23rd MARKET....WCHS TV
STILL
FIRST
WCHS TV STILL FIRST
Here are latest figures available on the important Charleston-Huntington-Ashland market. WCHS-TV still first. 25 through 31 July ARB* ratings show 14 of top 15 programs telecast over WCHS-TV. With sky high tower, maximum power you dominate West Virginia's largest and wealthiest area on WCHS-TV. Choice availabilities through your Branham man.
*Figures copyrighted by American Research Bureau, Inc.
ST IN 23rd
WCHS·TV
WCHS TV STIL
Serving Charleston-Huntington-Ashland . . . from the biggest market!
Charleston's only TV Station
BASIC CBS
WCHS TV STILL FIRST IN 23rd MARKET....WCHS

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our vision includes SCENTAVISION

Today, television *pictures* your product. Tomorrow, **"scentavision"** on television may release it's *fragrance* (like this page) and add wonderful new sensory appeal to food and cosmetic advertising. This bold concept of **"scentavision"** reflects the forward thinking of WGAL-TV toward providing more effective service for its advertisers and viewers in America's 10th TV market—the market of

- *3½ million people*
- *in 1,015,655 families*
- *owning 917,320 TV sets*
- *earning $6¼ billion annually*
- *buying consumer goods that add up to $3¾ billion annually in retail sales*

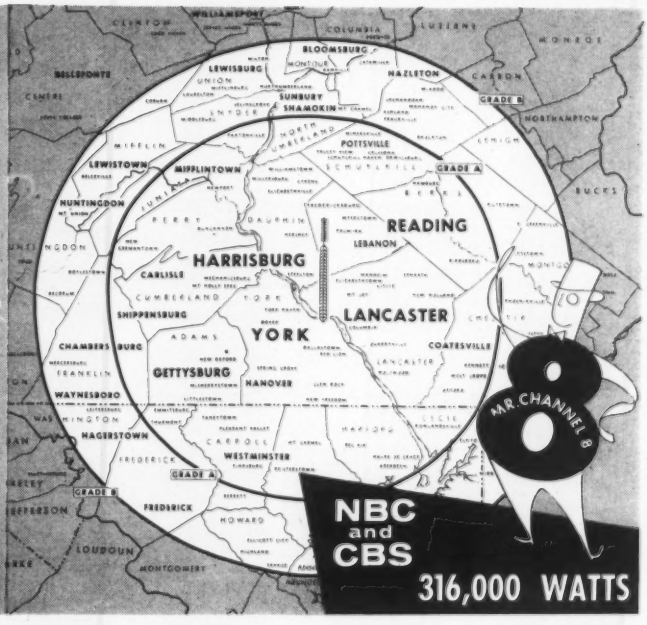
CHANNEL 8 MULTI-CITY MARKET

WGAL-TV

LANCASTER, PA.

NBC and CBS

STEINMAN STATION
Clair McCollough, Pres.



Representative: The MEEKER Company, Inc. New York • Chicago • Los Angeles • San Francisco

closed circuit

BARROW'S FINDINGS • While FCC vacationed during August, FCC Network Study Group, under Cincinnati Law School Dean Roscoe L. Barrow, has been working overtime completing report due Sept. 30. Document, to be submitted to FCC committee supervising study (Chairman Doerfer, Hyde and Bartley) will cover in excess of 1,000 pages. It's too early to forecast conclusions but enough has been gleaned to indicate it will go hard on option time, must-buy, multiple ownership and present mode of network operations. Also to be covered will be advertiser-agency, film syndication and talent aspects of overall network operations.

B•T

Special Network Study Staff, which has worked fulltime on report, terminates its assignment Sept. 30 but most of members will be absorbed in present FCC organization and will handle loose ends on report. After Barrow group submits its report, both FCC committee of three and Commission itself get shots at it. Dean Barrow himself will return to his pedagogical pursuits at Cincinnati but will be available for consultation and for whatever appearances may be necessary before committees of Congress in connection with FCC's findings.

B•T

BUY IN BOSTON • Terms of $500,000 payment understood only factor holding up sale of 5 kw independent WVDA Boston (1260 kc) by Vic Diehm & Assoc. to Charles Sawyer, former secretary of commerce under President Truman and multiple broadcast owner (WING Dayton, WCOL Columbus, WIZE Springfield, all Ohio, and WKLO-AM-TV Louisville, Ky.). Agreement for transaction reached, but details of financial arrangements must still be worked out.

B•T

An inkling of FCC Comr. Frederick W. Ford's personality was given last Thursday after swearing-in ceremony (see page 66). He was asked whether he would be carrying along briefcase full of FCC material on his vacation (he'll be gone till Sept. 12)—to "bone up" on significant cases where he may be the key vote (toll tv, clear channel, deintermixture actions, etc.). "No sir," he replied, "I learned a long time ago that if I want to give my best to a job I've got to leave it at the office and not take it home with me. When I come in in the morning, I'm fresh!"

B•T

HARDSHIPS FROM ANTITRUST • Quietly instituted overall survey of economic consequences of antitrust cases may slow down possible Dept. of Justice antitrust actions involving television. While investigations are going forward, it was learned that study of economic consequences of enforcement of anti-monopoly laws through divestitures also embraces overall tv inquiries, i.e., whether end result would do disservice to public interest. Conducting economic appraisal are Dean Ewald T. Grether, of Graduate School of Business Administration of U. of California, economist and business analyst, and Carl Kaysen, youthful professor of economics of Harvard.

B•T

With departure Sept. 1 of Victor H. Kramer as chief of general litigation section of Antitrust Division, Dept. of Justice, to enter private practice, Victor R. Hansen has named Charles Whittinghill as his successor. Mr. Kramer was in direct charge of overall television monopoly investigation, among other duties, and Mr. Whittinghill assumes all these functions. Division has taken cognizance of wired toll tv developments, based, it is understood, on complaints from "within television industry" rather than from public.

B•T

FLORIDIANS PROTEST • Florida broadcasters have protested en masse to Sen. George A. Smathers (D-Fla.) on his bill to prohibit radio and tv stations from engaging directly or indirectly in publication of music or in manufacturing or selling of phonograph records. Through Florida Broadcasters Assn. President James Howe, WIRA Fort Pierce, Florida's 160 stations contend bill would re-establish ASCAP "monopoly" and particularly penalize smaller stations. Sen. Smathers agreed to meet with FAB board during congressional recess—probably in October —and assured association no action would be taken on his bill until all sides of issue are heard.

B•T

In protest to Sen. Smathers, FAB pointed out that survey of stations revealed that they perform ASCAP numbers over BMI 3-1 and that they pay ASCAP about same ratio. ASCAP blanket license runs 2¼% of station gross plus sustaining fee, while BMI runs in area of 1% of gross (see EDITORIAL, *page 102).*

B•T

MORE FROM CELLER • Anti-monopoly fireworks may be expected on Capitol Hill at next session. Chairman Celler (D-N. Y.) of House Judiciary Committee, who is seeking to ascertain whether Dept. of Justice is following up on previous antitrust actions, reportedly has his staff examining all consent decrees entered into in recent times and also has weather-eye cocked toward television. Chairman Kefauver (D-Tenn.) of Senate Monopoly Subcommittee, reportedly is taking similar tack (and has $50,000 added appropriation voted last Friday). Observers point out that 1958 is biennial election year and that almost anything can happen in quest for control of Congress.

B•T

New and up-to-date census data showing number of tv sets in U. S., with breakdowns by regions, city-urban and multiple-set homes will be released by Census Bureau and Advertising Research Foundation by end of month. Raw statistical data cleared bureau's Univac just before weekend and now is going through two-week checking process. Last bureau sampling showed 38.7 million tv homes (76.2% saturation).

B•T

BAYLOR TO TRIANGLE • Announcement shortly will be made by Roger W. Clipp, vice president and general manager, Radio and Television Div., Triangle Publications Inc., of appointment of Ben B. Baylor Jr., former general manager of WANE-TV Fort Wayne (formerly WINT [TV] Waterloo, Ind.) as director of local sales development for Triangle stations (WFIL-AM-FM-TV Philadelphia; WFBG-AM-TV Altoona, WLBR-TV Lebanon, all Pennsylvania; WNHC-AM-FM-TV New Haven; WNBF-AM-FM-TV Binghamton, N. Y., and 50% of WHGB Harrisburg, Pa.). Mr. Baylor is 20-year veteran in broadcasting and has been identified with tv virtually from its start.

B•T

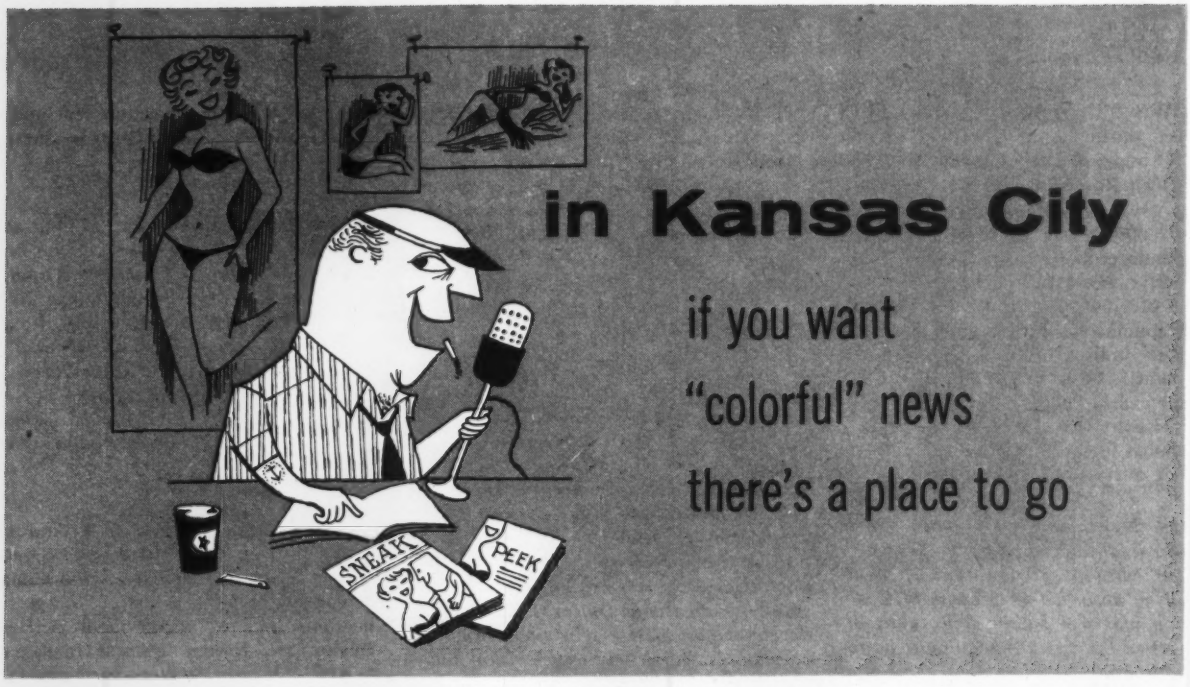
William Zeckendorf, president of Webb & Knapp, New York realtors, and 50% owner of ch. 9 KBTV (TV) Denver, reportedly is identified with Matty Fox's Skiatron Tv Inc., which holds exclusive franchise and license from Skiatron Electronics Corp. to establish, operate and exploit closed-circuit tv. Mr. Fox controls Skiatron Tv Inc. and its only directors outside organization reportedly are Mr. Zeckendorf and David Baird, New York business man. Mr. Zeckendorf formerly sat on board of CBS and ABC.

B•T

JOB CHANGE • Formal announcement shortly will be made of appointment of Les Arries Jr., former manager of WTTG (TV) Washington, now with CBS Tv Spot Sales, Chicago, to executive post with WHDH Boston, reporting to William B. McGrath, vice president and managing director. WHDH holds ch. 5 construction permit for WHDH-TV.

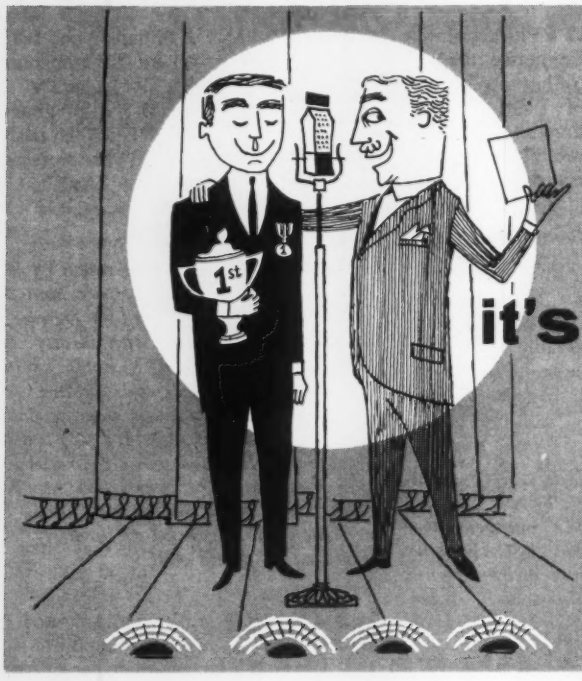
B•T

Although uncertain just what it wants, American Hospital Assn. plans to ask FCC to assign space in radio spectrum for emergency medical use. Frequencies requested would not be on an "exclusive" basis, however. Association expected to decide this week what frequencies it will ask for.



in Kansas City

if you want
"colorful" news
there's a place to go



if you want award-
winning reporting

it's KCMO-Radio*

*The only radio station to win both Sigma Delta Chi Award and Distinguished Achievement Award of National Association of Radio News Directors.

KCMO-Radio	Kansas City	810 CBS
WHEN-Radio	Syracuse	620 CBS
KPHO-Radio	Phoenix	910 ABC
WOW-Radio	Omaha	590 CBS

ANOTHER M MEREDITH STATION

Basic CBS—50,000 Watts
Joe Hartenbower, Gen. Mgr.
R. W. Evans, Commercial Mgr.
Represented nationally by Katz Agency

KCMO . . . One of Meredith's Big 4 . . . All-Family Stations.

Meredith Stations Are Affiliated with Better Homes and Gardens and Successful Farming Magazines

THE WEEK IN BRIEF

LEAD STORY

Boston Blackout—Shutdown of Beantown's daily newspapers created a broadcasters' sellers market. Department stores rushed schedules on radio and tv stations as retail sales held steady. Just before 20-day strike ended Thursday afternoon, broadcasters were hanging up SRO signs to advertisers; some of the new business will rub off, but a significant portion will stick. Page **27.**

ADVERTISERS & AGENCIES

Kent Wants to Go Even Faster—Though sales are already in lusty boom, P. Lorillard and Lennen & Newell may push ad budget to $10 million annually. Objective: to put its all-brand unit sales to a new company record high. Page **35.**

Timebuyers Buying More.—Approximately half report they are placing more radio and television time now than a year ago. B•T survey of leading buyers reflects trends in radio and tv, network and spot. Page **32.**

Toiletries Topple Foods—In tv network time buying, toiletries advertisers spent more in June than did food advertisers. A report on tv network buys and buyers based on Publishers Information Bureau data. Page **40.**

New York Stock Exchange Makes Its Bow in Tv.—Plans are for 11-week test runs to pass along "a few friendly words on the art of upping your income." TvB-inspired move is principally designed to sell NYSE-member brokers on tv's impact on the $10,000-a-year income group, 65% of which has never been in touch with brokerage houses. Page **36.**

Those Chaps in Chaps—Motivation expert Dichter explains the basic appeal of the Western And there'll be plenty to appeal to tv viewers, judging by the fare the networks are saddling up this fall. Page **50.**

TRADE ASSNS.

Open Air for Industry Problems—NARTB regional meetings, opening Sept. 16 in Schenectady, N. Y., will go to the heart of fundamental broadcasting issues. Sen. Potter to feature Sept. 18-19 meeting in Cleveland. Page **71.**

TvB to Show Tv on Tv—Tv Bureau board approves record budget, hears plans for "telling the television business story on television." Page **72.**

STATIONS

AB-PT Buys KQV.—Pittsburgh station acquired in $700,000 transaction that assures ABN of continuing outlet in that area and also clears way for tv ch. 4 operation by merged KQV and WCAE Pittsburgh interests. Page **74.**

NETWORKS

NBC Affiliates Set Meeting Agenda.—Separate session for radio and television affiliates scheduled Sept. 11-13 at New York's Waldorf-Astoria. Elections, meetings with network officials planned by both groups. Page **53.**

FILM

Oil And Water Do Mix—It's true when the oil is a petroleum advertiser and the water is in soft drinks. Ziv Television Programs analyzes sales of its product and finds increased sponsorship diversification. Trend away from direct syndicator-to-station sales also is noted. Page **80.**

OPINION

MR. NORMAN

Empathy in Advertising—That's what NC&K President Norman calls the ingredient necessary for a successful sales message. He defines it as relating the product to the customer's wants and desires before attempting to give the commercial. The agency executive writes in B•T's regular Monday Memo series. Page **101.**

GOVERNMENT

As Congress Heads Home—First session of 85th Congress finishes after much talk, little action on broadcast matters. Hardest hit: networks and FCC (which faces a January investigation). Subjects most talked about: pay tv; network "monopoly," must buy and option time practices; military demands on the radio spectrum; DBA problems; FCC, and actions of individual commissioners. Page **58.**

That Tax Blow—Broadcast tax experts pore over details of Internal Revenue Service ruling disallowing amortization of network affiliation contracts and local and national spot contracts. Effect may be felt by all stations, but most particularly by those entities who have engaged in multi-million dollar transactions in recent years. Page **67.**

It's Comr. Ford Now—Frederick W. Ford, one-time chief of FCC Hearing Division, sworn in as FCC commissioner, bringing FCC to full, seven-man strength. Page **66.**

NBC Fires Back—Terms Philco protest renewal of licenses of WRCV-AM-TV Philadelphia "most recent maneuver in its vendetta against RCA." Network points to declining Philco revenue as reason for Philadelphia manufacturer seeking scapegoat. Page **67.**

ASCAP Members Rally to Smathers' Side—Sinatra-Miller feud breaks out again as result of singer's wire to Sen. Smathers supporting bill to divorce networks from BMI and recording industry. Other ASCAP members also rally around Sen. Smathers. Page **65.**

DEPARTMENTS

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AUDITED PAID CIRCULATION ABC

BUSINESS PAPERS LEADERSHIP ABP

A Time-Buyer doesn't have to dig very far to learn what's what in Miami.

(One station (WQAM) has 42.1%* of the audience.)

That's what the newest Hooper says, continuing a dramatic runaway for WQAM since the start of Storz Station programming less than a year ago. Now WQAM has more than 3½ times the audience of the next station. The latest Metro Pulse, 9-county area Pulse and Trendex also show WQAM in first place. Makes time-buying in Miami rather simple, doesn't it? Don't complicate your life by leaning on 1956 data for support. Get the new figures from John Blair . . . or talk to WQAM General Manager Jack Sandler

* Hooper, 7 a.m.-6 p.m., Mon-Sat., July-August, 1957.

WQAM

. . . serving all of Southern Florida with 5,000 watts on 560 kc . . . and radio #1 in

MIAMI

STORZ STATIONS

TODAY'S RADIO FOR TODAY'S SELLING

WDGY *Minneapolis St. Paul*
WHB *Kansas City*
WQAM *Miami*
REPRESENTED BY JOHN BLAIR & CO.

TODD STORZ, PRESIDENT

WTIX *New Orleans*
REPRESENTED BY ADAM YOUNG INC.

at deadline

TV NETWORK GROSS 6.3% ABOVE '56 PACE

Tv network time charges in July totaled more than $38.8 million, 2.8% increase over corresponding month last year, according to Publishers Information Bureau. For seven months (January-July), gross billing reached more than $289.4 million or 6.3% above that period in 1956. In July, ABC-TV increased its comparative billing 14.8%, with boost for all networks at 2.8%. CBS-TV and NBC-TV time charges were near level in July comparisons.

PIB's report:

1956-1957 Comparison

	July 1957	July 1956	% Change	Jan.-July 1957	Jan.-July 1956	% Change
ABC-TV	$ 6,348,496	$ 5,532,030	+14.8	$46,443,714	$44,013,185	+5.5
CBS-TV	18,537,069	18,481,719	+ 0.3	135,299,556	124,981,144	+8.3
NBC-TV	13,935,529	13,733,765	+ 1.5	107,735,033	103,263,497	+4.3
	$38,821,094	$37,747,514	+ 2.8	$289,478,303	$272,257,826	+6.3

1957 Totals to Date

	Jan.	Feb.	March	April	May	June	July	Total
ABC-TV	$6,715,581	$6,175,488	$6,848,848	$6,682,786	$7,258,807	$6,413,708	$6,348,496	$46,443,714
CBS-TV	20,231,474	18,309,088	20,172,173	19,385,098	20,307,762	18,356,892	18,537,069	135,299,556
NBC-TV	16,554,941	14,900,631	16,631,974	15,154,388	15,811,033	14,746,537	13,935,529	107,735,033
TOTAL	$43,501,996	$39,385,207	$43,652,995	$41,222,272	$43,377,602	$39,517,137	$38,821,094	$289,478,303

Erwin, Wasey, Ruthrauff & Ryan Agency Merger Announced Today

Merger of Erwin, Wasey & Co. and Ruthrauff & Ryan is to be announced today (Monday) by David B. Williams, president of Erwin, Wasey, and F. Kenneth Beirn, president of Ruthrauff & Ryan. New agency will be called Erwin Wasey, Ruthrauff & Ryan and will have combined billing of about $80 million.

Principal executives of new agency: Robert M. Watson, former chairman of board of R & R, as chairman of board; Howard D. Williams, former chairman of board of Erwin, Wasey, as chairman of finance committee; Roswell W. Metzger, former executive vice president and chairman of executive committee of R & R, as chairman of executive committee, and Mr. Beirn, former president of Ruthrauff & Ryan, as senior vice president.

Merger was accomplished by exchange of stock of both agencies for stock in newly formed Erwin Wasey, Ruthrauff & Ryan.

Mr. Williams explained that merger was result of both managements' desire to improve client service. He said that as one indication of newly merged agency's belief "in the importance of the creative aspect of the agency business, Mr. Beirn, who has been president of R & R, in the new operation will separate himself from all administrative and line responsibilities with the exception of certain account supervisory responsibilities. He will concentrate on development of fresher and more inclusive creative plans for clients. These areas of activities and responsibilities will be separate from and in addition to the creative departments in the different offices."

Executive vice presidents will be James B. Briggs and Jere Patterson in New York, Haakon Groseth and Larry Northrup in Chicago, and Emmett McGaughey in Los Angeles.

Ruthrauff & Ryan was founded in 1912 and Erwin, Wasey in 1914. Combined agencies have about 1,400 employes.

Firm has offices in Washington, D. C., Cincinnati, St. Paul-Minneapolis, Philadelphia, Detroit, Dallas, Houston, St. Louis, San Francisco, Toronto, Stockholm, Rio De Janeiro, Sao Paulo, and London, as well as New York, Chicago, and Los Angeles.

Agency's London office will continue under direction of Waler Graebner, managing director, who had responsibility with Erwin-Wasey.

BIG DAY (AND MONTH) COMING

Officials of Radio Advertising Bureau are planning ahead for what they hope will be one of most gigantic radio promotions in history. It will celebrate arrival of day when total radio sets in U. S. equal total population of U. S.—a day they calculate will come about autumn 1959. They credit idea to Robert A. Schmid, RKO Teleradio Pictures vice president, and plan to develop it and solicit cooperation of all elements of radio. On less long-range basis, RAB is taking leaf from Philadelphia broadcasters who last year celebrated "Radio Month" rather than "Radio Week." RAB will suggest that its members make next May "Radio Month"—on theory that "you don't sell toothpaste on a one-week-campaign basis, so why try to sell radio in just one week?"

• BUSINESS BRIEFLY

Late-breaking items about broadcast business; for earlier news, see ADVERTISERS & AGENCIES, page 27.

NEW HALL MARK • Robert Hall Clothes, N. Y., launching heaviest broadcast ad. campaign in its history this month. With more than 250 stores in 150 cities across U. S., advertiser will use average of 10 spots daily, seven days per week, on more than 300 radio and tv stations. Jerry Bass, vice president of Frank B. Sawdon Inc., Robert Hall agency, estimated campaign will run about 10% heavier than last year's record setter.

SELLING EARLY • Venus Pen & Pencil Corp. (Paradise coloring sets), Hoboken, N. J., launching its 1957 pre-Christmas push Oct. 1 in Minneapolis, Cincinnati, Cleveland, New York, Chicago and Boston with tv spot announcements. Agency is Doyle Dane Bernbach, N. Y.

SPOTS FOR VERMOUTH • Cinzano Inc. (vermouth), N. Y., for its first push out of new agency, understood to be placing 17-week radio campaign today (Mon.) featuring live one-minute announcements on good music stations in 14 top markets. Agency, Burke Dowling Adams Inc., N. Y., also reportedly will purchase 13-week campaign on one as-yet-undesignated Buffalo tv station for 20-second film announcements during evening hours with eye on Canadian market.

THREE SALVOS READY • E. I. Dupont de Nemours' Zerone and Zerex Antifreeze, Wilmington, Del., which already has placed its four-week radio spot schedule starting Sept. 16 in 23 markets [B•T, July 29] starts another schedule in more than 70 markets effective Oct. 7 and third four-week flight in ten markets (Texas and southern areas) on Oct. 21. Frequency in all three flights will be about 25 spots per week. BBDO, N. Y., is agency.

PLOUGH PREPARES • Plough Inc., (cold products) Memphis, planning seasonal radio spot schedule, effective Oct 1 for 26 weeks, using almost 65 markets. Lake-Spiro-Shurman, Memphis, is agency.

LINEUP FOR L&M's • Liggett & Myers (L&M Filter cigarettes), N. Y., placing saturation spot radio campaign in undetermined number of markets, starting in mid-September for approximately five weeks. Dancer-Fitzgerald-Sample, N. Y., is agency.

MOUNDS CAMPAIGN • Peter Paul Inc. (Mounds candy), Naugatuck, Conn., placing spot tv schedules starting in October and to run about eight weeks. Dancer-Fitzgerald-Sample, N. Y., is agency.

at deadline

Federal Law Takes Precedence, NARTB Argues in WDAY Case

Local laws are banned in situations where federal government's power is supreme because of need for national uniformity, NARTB contends in brief filed in libel litigation before North Dakota Supreme Court. Case is expected to clear up constitutional problems arising from Sec. 315 of Communications Act. This section forbids broadcaster from censoring political broadcasts.

Case involves suit against WDAY-AM-TV Fargo, N. D., sued for libel following political broadcast. State court ruled in favor of station on ground federal government had pre-empted political broadcasting field. Appeal was taken to state Supreme Court [B•T, Aug. 19, May 27]. Suit was filed by Farmers Educational & Cooperative Union.

NARTB also contends broadcaster is simply disseminator and not publisher of political broadcasts. It argues federal prohibition against censorship violates due process clause if there is no immunity from liability. WDAY admitted libel and said it had told A. C. Townley, splinter candidate, that material was libelous in nature but was precluded by Sec. 315 from making changes.

CNP Reports Double Success

More than $2 million sales success to be reported today (Mon.) by California National Productions' Jake Keever, vice president of NBC Television Films Div., for CNP's two syndicated tv film series: *The Silent Service* (on submarine warfare) and *Boots and Saddles—The Story of the Fifth Cavalry*. Mr. Keever says sales are each equivalent to network sale (or in excess of $1 million for each). Sales campaign for *Service* started with launching of film in March and "network sale" status reached within 24 selling days. *Boots and Saddles*, he adds, will be in that category in even shorter time. Latter series unfurled in late July. According to CNP, these sales stemmed directly from virtually unbroken pattern of single market and regional placements.

Miller Group Buys WMOO

Sale of WMOO Milford, Mass., by James W. Miller and Associates for $96,000 to group headed by Peter A. Bordes and Joseph L. Rosenmiller Jr. announced Friday, subject to FCC approval. Mr. Bordes, former management consultant, negotiated purchase. He and Mr. Rosenmiller, formerly with H-R Representatives Inc., station representation firm, are owners of WCTC New Brunswick, N. J., and WESO Southbridge, Mass. Group headed by pair also is "actively negotiating" to acquire other station properties. WMOO is 250 w independent on 1490 kc.

Network Tv Audience Jumps

All time high in network tv audience this year reported Friday by Television Bureau of Advertising. TvB says 11% more homes being reached by average daytime tv advertiser, compared to last year, and 21% more homes by average evening tv advertiser. Analysis is based on Nielsen Audience Reports covering January-July of each year. Average evening network program reached more than 8.2 million homes per broadcast or more than 1.3 million over past year. More than 3 million homes per broadcast reached by average daytime network program, increase of 294,000 homes over 1956.

Regulatory Agencies Criticized

Congress should impress on regulatory agencies quasi-judicial nature of administrative proceedings, says Harvard Prof. Louis L. Jaffe in current (September) issue of *Harper's Magazine*. Using FCC as example, Prof. Jaffe cities purported inconsistencies by Commission in McClatchy, Clarksburg and Boston tv cases.

Biloxi Ch. 13 Grant Appealed

WLOX Biloxi, Miss., filed appeal with U.S. Court of Appeals, Washington, Friday against Aug. 1 grant by FCC of ch. 13 Biloxi to WVMI that city [B•T, Aug. 12]. WLOX claimed Commission erred in not counting Edward Ball as one of owners of WVMI tv group.

THINGS ARE JUMPIN'

The switching game in Pittsburgh radio affiliations isn't over, but you can bet there will be efforts to end it as soon as possible. With NBC buying American Broadcasting Network's affiliate (WJAS) [B•T, Aug. 12] and ABN buying CBS Radio's (KQV) (story, page 74), it is now CBS Radio's and Mutual's turns to go looking for new affiliates. There are two independent 5-kw regionals in Pittsburgh—WCAE and WWSW—not to mention Westinghouse's 50-kw KDKA which, having gone independent with big fanfare just last year, presumably means to stay that way. Though they want to line up new outlet as soon as they can, CBS officials don't expect to be pressured into too-hasty action. They point out KQV cannot terminate its affiliation without six months' notice and as of Friday they had had no word at all. Mutual has had no affiliate in Pittsburgh since about six weeks ago; until then, it shared WJAS with ABN.

PEOPLE

WILLIAM W. VICKERY, controller, Harcourt, Brace & Co., N. Y., to Benton & Bowles, N. Y., as vice president, finance, and controller.

WILSON EDWARDS, vice president and general manager, KSDO San Diego, Calif., to executive staff of Breast-O'-Chicken Tuna Inc., same city.

THOMAS M. COOLEY II, Washington radio attorney, named dean, U. of Pittsburgh Law School. Mr. Cooley is senior partner in Washington law firm of Weaver & Glassie.

ROGER VAN DIZER, general manager, KTVK (TV) Phoenix, will join KNTV (TV) San Jose, Calif., as station manager Sept. 15. Fran Conrad remains general manager of KNTV.

JIM SONDHEIM, account executive for WATV (TV) and WAAT Newark, named national sales manager of WAAT.

JOHN HELD, formerly assistant radio-tv director, Calkins & Holden, to Donahue & Coe, N. Y., as tv director-producer.

BILL PERSKY, continuity director, WNEW N. Y., promoted to director of press relations and station promotion.

KEN JONES, tv copy supervisor at Leo Burnett Co., Chicago, appointed radio-tv creative director for Campbell-Ewald Co., Detroit.

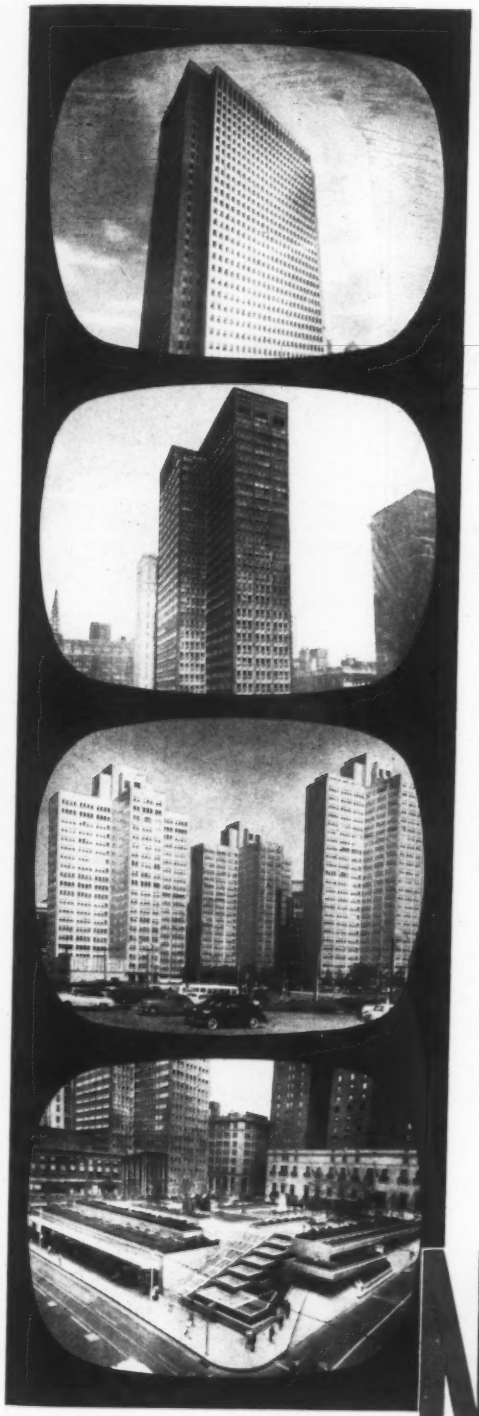
Comments Split on Erie Shift

Comments filed Friday at FCC on proposal to shift ch. 12 Erie, Pa. (now used by WICU [TV]), to Cleveland or Cleveland-Akron were split 4-4, with a ninth petition seeking channel for Canton, Ohio. Move would make Erie all-uhf. Favoring proposed move were ch. 35 WSEE (TV) Erie, ch. 49 WAKR-TV Akron, WGAR Cleveland and ch. 19 WHK-TV Cleveland. Expressing opposition were Storer Broadcasting Co. (WJW-TV Cleveland), Westinghouse Broadcasting Co. (KYW-TV Cleveland), WEWS (TV) Cleveland and WICU, all vhf stations.

Westinghouse said if move is made, ch. 12 Cleveland should be reserved for educational use. WHBC-AM-FM Canton asked FCC to assign channel to that city.

Victory on the Hudson

Phillips-Jones Corp. (Van Heusen shirts), N. Y., and Carter Products (Rise shave lather), N. Y., sponsor *West Point Story* on ABC-TV (Tues. 10-10:30 p.m., starting Oct. 8). Purchase gives ABC-TV sellout of 10-10:30 period on all weeknights for first time in its history, and also assures continuation of Ziv package whose dropping by CBS-TV had brought public protests. Agency for Phillips-Jones is Grey Adv., N. Y., for Carter Products, it's Sullivan, Stauffer, Colwell & Bayles, N. Y.



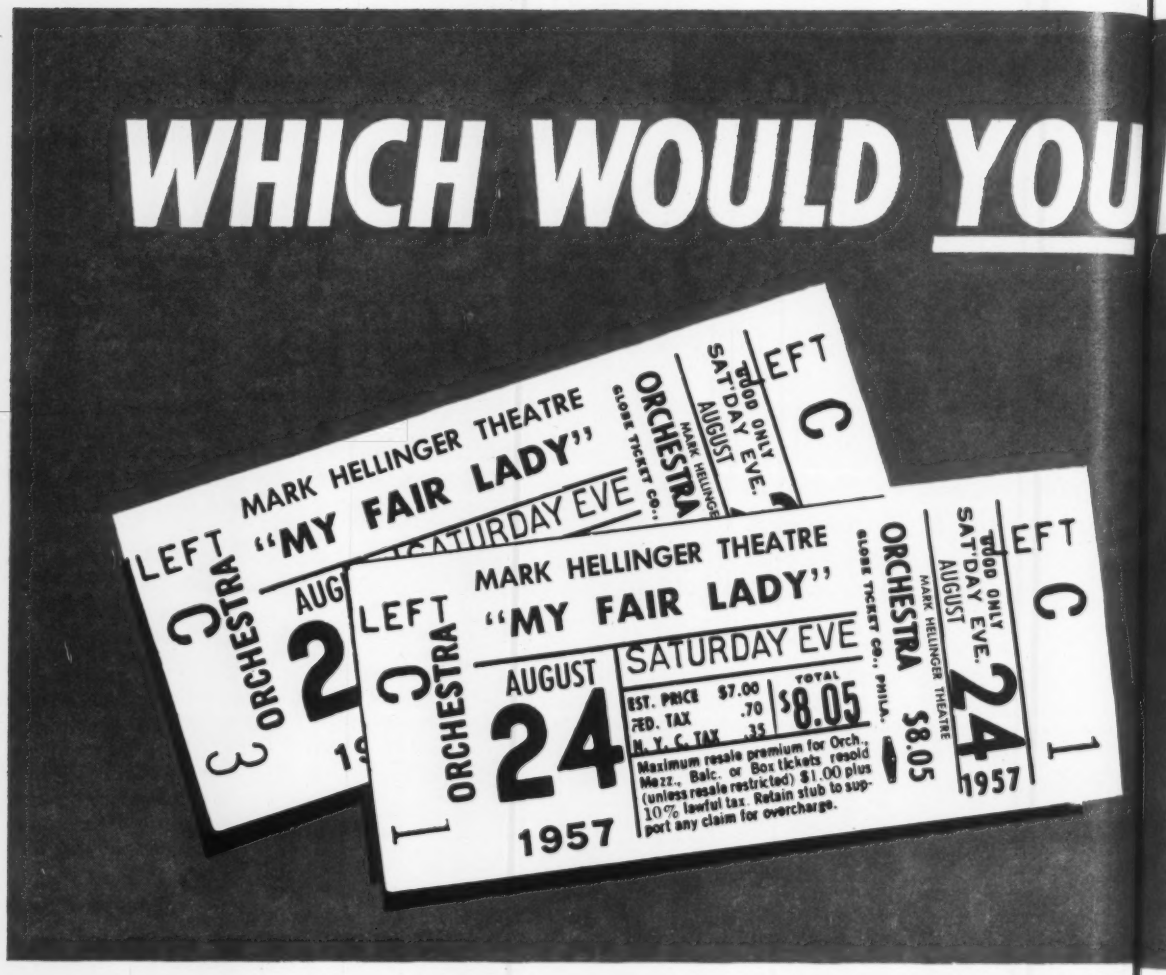
newest
of the
NEW
in
Pittsburgh

WIIC
CHANNEL 11

BASIC NBC-TV AFFILIATE

REPRESENTED BY BLAIR TV

Now on the Air



The top hit show at the regular box-office price? Or some thi

When people really want something, they're willing to pay for it. When they don't . . well, you may have to give it away to get rid of it.

Elementary. It happens among radio-&-television business publications, for instance. The leader — BROADCASTING-TELECASTING — gets the *paid* circulation. Twice as much of it as any other magazine claiming to serve the field!

The rest have to fill their theatres of distribution with lavish giveaway of copies — particularly in the important agency-advertiser areas of their audienc

Today, B-T has more *paid* distribution than the oth three radio and TV publications combined . . popularity you'll find documented down to the la decimal by the Audit Bureau of Circulations. Nothi shines such a glaringly precise spotlight as an A statement does upon *what* — and *how many* — peop actually *pay* for a publication. Small wonder th B-T alone of all the journals in the radio-TV fi has voluntarily sought (and qualified for) membe ship in the Audit Bureau of Circulations.

U RATHER HAVE?

thir ater that can only fill up its theatre by giving the tickets away?

dience Jammed to the veritable balconies with *paying* customers, the B-T audience — according to the very latest ABC statement — tallies thusly:

1) **a "full house" averaging 18,428 *paid-for* copies during the first six months of 1957 . . *more paid distribution than all other radio-TV business publications combined!***

2) **a box-seat group of 5,053 *paid* agency-advertiser subscribers who look upon B-T as a vital partner of each week's work.***

When you invest your money in a new play, you never can be *quite* sure how it's going to pay off. But when you invest your advertising money in BROADCASTING-TELECASTING, you know that a *guaranteed* audience is always waiting . . counted, classified, and receptive.

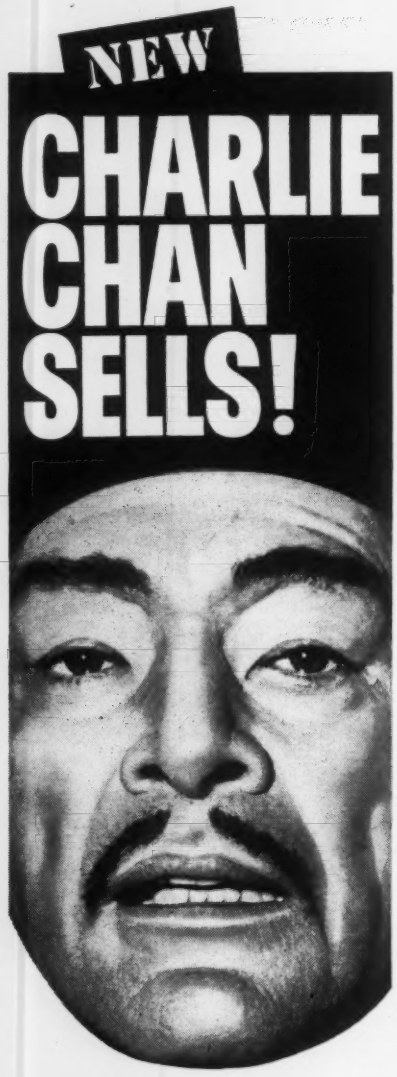
This is likely to be at least *one* of the many reasons why radio-TV advertisers ran 4,063 pages in B-T during 1956 — more than they did in the next three publications combined. There's always something about a hit that just naturally packs 'em in!

* *Among these, not so incidentally, are some 1,000 big-decision-makers at America's 40 largest radio-TV agencies. Last year they steered the spending of about $1,000,000,000 (yep, Billion) in the two electronic media! It's enough to make a station manager drool . .*

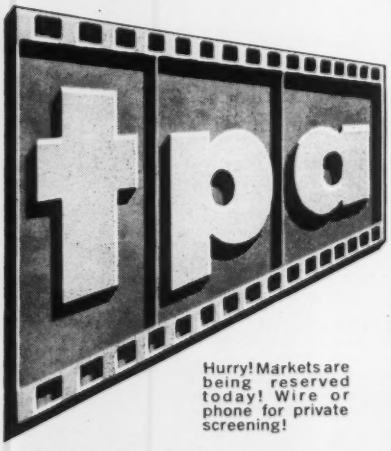
BROADCASTING ⚡ TELECASTING

1735 DeSales Street, N.W., Washington, D.C.

a member of the Audit Bureau of Circulations



78 markets snapped up in first six weeks! Coca-Cola in Atlanta! NBC O-&-O in Los Angeles! Dixie Beer! Bowman Biscuit! Prescription 1500 in 10 markets! J. Carrol Naish, the NEW Charlie Chan, "the best ever to do the role." See it today, and you'll have to agree the new CHARLIE CHAN sells!



Television Programs of America, Inc.
488 Madison Ave., N. Y. 22 • PLaza 5-2100

IN REVIEW

THE LITTLEST LEAGUER

Sal Maglie, consigned a little more than a year ago to baseball's junkpile, has been parlaying his comeback into a bit of tv money. First there were the shaving commercials, then on Aug. 25 the Flatbush idol tried his hand as a thespian on *Goodyear Tv Playhouse's* "The Littlest Leaguer." Unfortunately, he was cast as Sal Maglie, star of the Brooks, who doles out philosophy and encouragement to a confused youngster. His wooden, self-conscious efforts served only to mar an otherwise interesting story line.

The show received a timely buildup that very day. A scant three hours before program time, pitcher Maglie came out of the bullpen at Ebbets Field with bases loaded and two outs in the ninth to toss the three straight strikes that preserved a Dodger one-run victory.

Production costs: Approximately $30,000 (summer budget).
Sponsored by Goodyear Tire & Rubber Co., through Young & Rubicam. Telecast Sun., Aug. 25, 9-10 p.m. EDT.
Producer: Philip Barry Jr.; director: David Green; writer: Blanche Hanalis.
Cast: Peter Lazar, Nehemiah Peroff, Vivian Nathan, Jacob Kalisch and featuring Sal Maglie.

BOOKS

MEASUREMENT OF MEANING, by Charles E. Osgood, George J. Suci and Percy H. Tannenbaum; 342 pp; U. of Illinois Press, Urbana, Ill. $7.50.

For seven years, the authors and associates at the U. of Illinois have been concentrating on the objective measurement of meaning, and this book is largely a progress report of that research.

The first half is a thorough analysis of the theoretical background, the logic of semantic measurement, the basic factor research and a critical scientific evaluation of their measurement procedures.

The second part of the book describes many applications and tests to determine semantic differentials, including a survey of tv viewers and non-viewers to a congressional hearing telecast several years ago on WKAR-TV Lansing, Mich. Among other phases discussed are the effects of background music in broadcast drama and the application of color in advertising.

TRANSISTOR MANUAL, second edition. General Electric Co., Syracuse, N. Y. 112 pp. 50 cents.

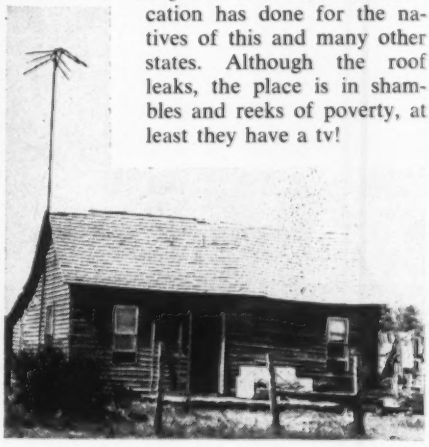
This second edition contains expanded basic information on transistors and their use in electronic circuits. The application information section of the manual has been tripled in size and the device circuit diagram section has been almost doubled. More than 100,000 copies of the first edition were distributed within six months after printing. In addition to being available from GE's Section PRR, semiconductor products department, Syracuse, the manual also may be procured through local GE transistor and tube distributors.

OPEN MIKE

Be It Ever So Humble

EDITOR:

Be it ever so humble—there's no place without a tv. This "quaint" old homestead located in the hillbilly area of eastern Oklahoma, exemplifies what rural electrification has done for the natives of this and many other states. Although the roof leaks, the place is in shambles and reeks of poverty, at least they have a tv!



While I observed several small houses with television antennas, they were fairly well kept up and the people could probably afford a set. However, this dilapidated old shack was most outstanding in the incongruity of the picture it presented.

Ralph H. Snyder
Safety Service Co.
Oklahoma City, Okla.

The Other Side of the Coin

EDITOR:

In an effort to standardize the cueing system when we move into our new studios next week, the production manager, Baylen Smith, issued a memo to all operating personnel with the standard cues and their meanings.

The engineers at the transmitter, which houses the film and slide projection equipment, felt that this format was not quite complete and made up a supplementary cue sheet. Knowing that your magazine is well read by those engineers that can read, and that there are a few directors with a sense of humor, I am forwarding this supplementary memo:

"TAKE IT": Whatever I told you to stand by for two minutes ago take now.

"TAKE WHATEVER IS NEXT," "WHAT'S NEXT" and "WHERE ARE WE": These all mean the director has lost his place.

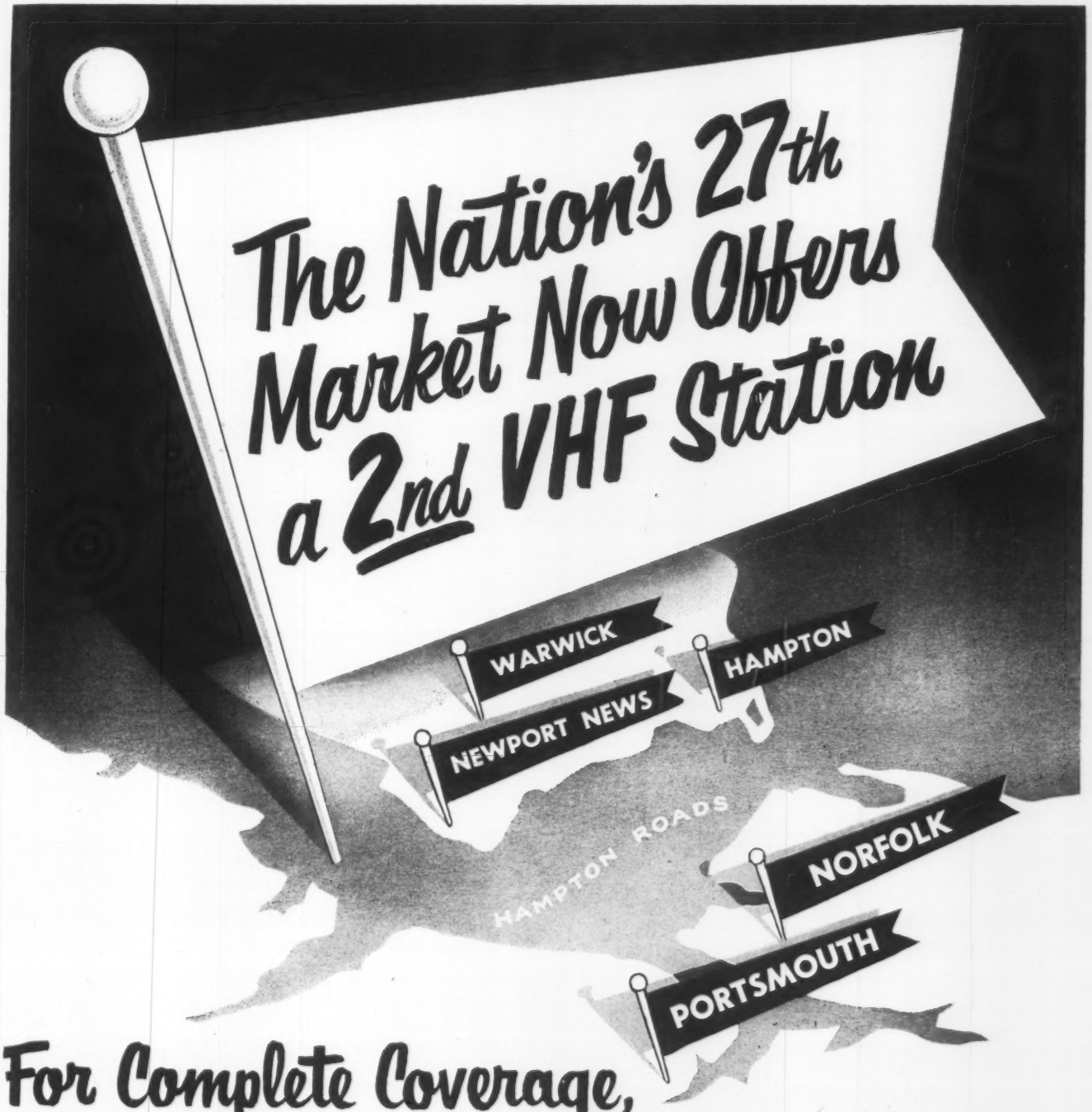
"GO," "DO THE BREAK" and "NOW": These all mean the director has lost his place, but knows it's supposed to be a break.

"HOLD IT" and "WAIT A MINUTE": Director gave film roll cue too early.

"OOPS": I thought the spot was over.

"ROLL YOUR SLIDE": Director really wants a slide.

"ARE WE OUT ALREADY": Director



For Complete Coverage, Complete Merchandising with Complete Facilities call...

WAVY-TV

channel 10

REPRESENTED NATIONALLY BY H-R

Hunter Phelan, President
Carl Burkland, Ex. V. P. and Gen. Mgr.

801 Middle St.
Portsmouth, Va.
Tel. EX 3-7331

709 Boush St.
Norfolk, Va.
Tel. MA 7-2345

ABC Affiliate
316,000 Watts
1,050 Ft. Tower

See Your Katz Representative *TODAY*

was in studio and forgot about coming out of a film.

"STTTTT": One director's way of warming up for a standby.

Don Andres
Director
WISN-AM-TV Milwaukee, Wis.

It Wasn't 'Wired' Tv

EDITOR:

B•T deserves great credit for its timely and much needed status report on pay tv [B•T, Aug. 26]. That you could find source material to write thousands of words on the wired tv development alone should dispel the last vestige of complacency and wishful thinking on the part of all broadcasters.

There is an important correction. In the second paragraph [page 32] you state: "His letter drew three-score lucid replies from broadcasters, most of whom conceded the new wired tv medium should develop with the guidance and capital of broadcasters." Everything is accurate in that sentence except the word "wired." It should read . . . "conceded the new subscription tv medium should develop with the guidance and capital of broadcasters." Actually, only four of the replying broadcasters advocated industry invasion of the wired tv field. Preponderant opinion, even among those who oppose pay tv generally, was that if (your report removed the "if") toll tv were inevitable it should be under the control of broadcasters via their own broadcast frequencies. These expressions once again reveal the realistic foresight with which our grass-roots leaders face a problem once they meet head-on with an incontrovertible fact, even though some find it, philosophically, an unpalatable one.

Raymond F. Kohn
President
WFMZ-TV-FM Allentown, Pa.

Offers Toll Tv Plan

EDITOR:

I found your study of the toll tv situation [B•T, Aug. 26] very interesting, and I have come to some conclusions concerning the matter.

1. The FCC should have authority over all wired tv systems.

2. Wired toll systems should occupy upper channels on the uhf band (e.g., channels 75-83). They should install their systems on tv sets so all sets would have a full uhf band, or just the uhf channels assigned to the area. This would give uhf stations a guaranteed market size, so they could operate economically.

3. Wired toll systems should not accept advertising and regular broadcast stations should not offer pay tv programs.

This way everyone would benefit. Pay tv would open many new events to tv (e.g., top movies, stage hits, boxing, baseball, football, etc.). Regular stations would have little fear of losing advertising revenues, and the uhf stations would be helped for they would have a larger audience or could even go into operation in markets which would seem impractical for such stations. Of course, the public would be benefited

THE WAY THE WIND BLOWS...

MEANS MONEY IN THE BANK

Top quality wheat means money in the bank for Kansas farmers. Top quality news — the kind delivered by The Associated Press — means money in the bank for radio and television stations. It means money in the bank, too, for the sponsor.

To Kansans — and to people in every state — local area news is prime listening material. The Associated Press makes sure, every day, that its member stations get thorough, accurate regional news — the latest in weather, crop and market reports, state house activity, sports, and politics.

When you build your news programs on AP's complete radio wire service, your station develops added character and prestige. With AP, you are on your way to more listeners . . . satisfied sponsors . . . and money in the bank.

THE ASSOCIATED PRESS
50 ROCKEFELLER PLAZA
NEW YORK 20, N. Y.

AP

Baltimore

is so easy to reach when you ride with

WFBR

REPRESENTED BY

JOHN BLAIR AND CO.

also for they would be offered a wider variety of programs.

Herb Schoumacher
Chicago

Robots Won't Replace Engineers

EDITOR:

My compliments to John M. Outler [B•T, Aug. 19] for his comprehensive and inspirational review of the broadcast industry covering some 35 years.

Now that I have him off guard, I'd like to go a round or two with him:

His attack on FCC regulations requiring station control by an engineer is unjustified. I'm proud of my FCC first class phone license; to me it represents a profession of people with ethics, people devoted to the design and control of intricate, complex, scientific, lethal - high - voltage apparatus. Never underestimate an engineer. An engineer's work and study is never done. Trying to keep current with am, fm, tv, color, vhf, uhf, microwave, multiplex, scatter, transistors isn't an eight-hour job—it's a 24-hour job!

No robot can replace a vital transmitter part in a hurry and while that transmitter is dead—you're dead.

Every engineer is worth his wages! The FCC engineering rules and regulations are not "silly"; they are designed to keep your transmitter on the air, on frequency, without interference. Without a controlling engineer authority such as the FCC, without controlled and qualified engineering personnel examined by the FCC, the broadcast industry could not exist.

Robert R. Leach
College Park, Md.

Uses Right 'Textbook'

EDITOR:

. . . I am only a high school student who would like to work in television after I graduate from college, but I have received more information and help from your magazine than from any other single source. It is a wonderful magazine. . . .

Robert Parks
Madison, N. J.

Gagwriters Invited

The National Assn. of Gagwriters, as part of a national search for comedy writing talent, has invited humor writers throughout the country to submit sketches by Jan. 1. The 10 best will be presented by the New York chapter of the Comedy Workshops of America as part of the 13th annual National Laugh Week, April 7-14. Material, running no less than two minutes but no more than 10, should be addressed to Gagwriters, Box 835, Grand Central Station, New York 17.

Same blanket... new label

Same power-packed station lineup, same blanket western coverage. Only the label is changed. From now on, the Columbia Pacific Radio Network is going to be called the CBS Radio Pacific Network. That way, you know at a glance who we are and the things we are proud of.

REPRESENTED BY CBS RADIO SPOT SALES

Meet Morie Pierce

32 years of broadcasting . . . important contributor to the technical growth of the industry . . . builder of WANE-TV . . . keen businessman.

Active in civic affairs and, like WANE-TV, a vital part of community life, Morie Pierce knows Fort Wayne and how best to serve it.

Morie is one of the important reasons why WANE-TV is now the leading station in the billion-dollar all-UHF Fort Wayne market.* Represented by Petry.

*Total week (15 County Fort Wayne Area ARB, 2/57)

WANE-TV
FORT WAYNE

A CORINTHIAN STATION *Responsibility in Broadcasting*

KOTV Tulsa , KGUL-TV Galveston, serving Houston . WANE & WANE-TV Fort Wayne • WISH & WISH-TV Indianapolis

REPRESENTED BY CBS RADIO SPOT SALES

1.14% MORE audience
than Station B ALL DAY!*

WILS

Mar.-Apr. '57 Hooper In Lansing Shows
MONDAY THRU FRIDAY

	WILS	Station B
7:00 a.m.-12 noon	61.4	23.5
12 noon-6:00 p.m.	53.7	30.1

5000
LIVELY WATTS

MORE listeners than
all other stations
heard in Lansing
combined.*

* Mar. thru Apr. average
C. E. Hooper, Inc.

LANSING

Represented
Nationally by
Venard, Rintoul
& McConnell, Inc.

WILS
music news sports

OUR RESPECTS

to Hamilton Shea

DEEP in the heart of Virginia's Shenandoah Valley a former New Yorker likes to gaze skyward at the Blue Ridge mountains, pointing up this optical treat with recollections of the barren skyscrapers that once flanked his Radio City office in Manhattan.

Hamilton Shea, once an active member of the gray flannel set, has undergone a complete transformation into a smalltown businessman who gleefully ponders the metropolitan miseries endured by his old friends at NBC. As president and 50% owner of WSVA-AM-TV Harrisonburg, Va., he is a confirmed small-market habitue. When he starts talking about the realities of life in Harrisonburg his voice almost throbs with conviction.

The route from Middlebury College, Vt., to Harrisonburg was via big-city trails. Having been graduated in 1936 with honors in economics and political science, he went to work for Chase National Bank in New York. His financial leanings took him to Telautograph Corp. as chief accountant for the manufacturer of message transmitting apparatus. Having a better job, he married Dorothy Hill of Larchmont, N. Y.

By 1942 Mr. Shea was secretary-treasurer and controller of Telautograph. Then came the break that led toward broadcasting—treasurer-controller of Emerson Drug Co., Baltimore, whose Bromo-Seltzer was a big user of radio (Parks Johnson and his *Vox Pop* program). While approving budgets for radio advertising he met up with a broadcasting phenomenon, the complicated bills that networks send. He learned, too, the techniques of promotion and retail distribution.

A 1948 tip that NBC was looking for a controller to handle finances of the network's new owned-and-operated stations division led him to New York where James M. Gaines, now of WOAI-AM-TV San Antonio, was getting the new division underway. Mr. Gaines hired him, and at that point Mr. Shea started a practical education in broadcast management. He set up the accounting system for the NBC division and soon made a surprising discovery—the true extent of the profit that o&o stations contribute to the network till.

THREE YEARS of o&o experience provided a solid background for his next assignment—general manager of WTAM and WNBK (TV), then the NBC o&o stations in Cleveland. To a Manhattan-reared man, Cleveland was a "smaller" city. There, as he puts it, he found "the joy of living as a broadcaster in a community and a real appreciation of the service broadcasting can provide to its citizens." As to the business trend in his two-year Cleveland assignment, he said, "We were able to build the business to interesting new levels."

Mr. Shea was moved back to New York in 1953 to be vice president and manager of WRCA-AM-TV, then WNBC and WNBT (TV). "This was a tremendous experience," he recalls, but he couldn't get away from the yen for a less metropolitan livelihood. The chance came in June 1956 when he bought 50% of WSVA-AM-TV, with Transcontinent Television Corp. (WROC [TV] Rochester, WGR-AM-TV Buffalo) holding the other half. He serves as a vice president of Transcontinent.

The Harrisonburg station's community role gives Mr. Shea a deep sense of humility, he says, especially when he opens the morning mail and reads comments from the public.

He has completely shed the metropolitan traits acquired from childhood days in Brooklyn (born Nov. 7, 1914). In New York high schools he edited a school paper and played both basketball and football. At college he augmented his scholastic activity with intensive skiing, a hobby he abandoned after selling his skis to pay some college debts.

One advantage of small-market living, Mr. Shea says, is "the chance to do things with the family." His brood of four daughters ranges from 3 to 14. "Anyone who thinks that living in a house with five women isn't an experience can drop me a note, and I can write him a book," he said. A favorite sport is golfing. Besides civic affiliations, he is active in Catholic Church affairs.

After a recent trip to New York, where he saw friends and gratefully headed back to the Virginia hills, he said, "The greatest feeling of all in small-market broadcasting is the knowledge that you can help a cause that you believe to be good and in so doing, help your neighbors. After all, you simply can't get this close to the audience in a larger city. An active interest in community affairs brings active interest in the station's broadcasts and automatically an audience for sponsors' messages."

always first in syndicated film shows, now...

"THE GRAY GHOST"

Timed perfectly for the current resurgence of interest in the Civil War, this tremendous new series brings to TV the story of a band of adventurous heroes, captained by the legendary John S. Mosby.

"HARBOR COMMAND"

Brand new adventure series, bringing to TV the thrilling stories of America's Harbor Police, Coast Guard units and Port Authorities. Starring Wendell Cory.

"FRONTIER DOCTOR"

An exciting new series, combining the adventure and excitement of the early West. Starring Rex Allen in the role of the Frontier Doctor.

"JUNGLE JIM"

Johnny Weismuller, Mr. Jungle himself, leads expeditions from the Amazon to New Guinea. Together with champion chimpanzee Tamba and an all-star cast, Jungle Jim will appeal to viewers of every age.

syndicated movies are better, and newer than ever on WCAU-TV, Philadelphia

and now...

"MILLION DOLLAR MOVIES" are better, and newer than ever

On "Million Dollar Movie," September 9th, WCAU-TV kicks off the greatest parade of "post-1952" full length features ever released for television.

"AFRICAN QUEEN" (1952, starring Humphrey Bogart)
"MOULIN ROUGE" (1953, starring José Ferrer)
"SUDDENLY" (1954, starring Frank Sinatra)
"PURPLE PLAIN" (1955, starring Gregory Peck)

plus other Class A films starring Gary Cooper, John Wayne, Tony Curtis, Gina Lollobrigida and many others of the same calibre!

Capitalize on this tremendous array of audience-getting programming (backed by the most spectacular promotion ever aimed at the vast Philadelphia TV audience). Contact:

WCAU-TV

CHANNEL 10 · CBS IN PHILADELPHIA

Represented by CBS-TV SPOT SALES

Right from the horse's

To make sure you say what you mean . . . mean what you say!—put your message on film . . . check and recheck it with real live audiences before it's finally aired. Then there'll be no "fluffs"—no fault to find with what's said and done.

Furthermore, you schedule to best advantage, save time and money—when you use EASTMAN FILM.

For complete information write to:
Motion Picture Film Department
EASTMAN KODAK COMPANY
Rochester 4, N. Y.

Be sure to FILM IN COLOR . . . you'll be glad you did

mouth !

East Coast Division
342 Madison Ave.
New York 17, N. Y.

Midwest Division
130 East Randolph Drive
Chicago 1, Ill.

West Coast Division
6706 Santa Monica Blvd.
Hollywood 38, Calif.

or W. J. GERMAN, Inc.
Agents for the sale and distribution of Eastman Professional Motion Picture Films, Fort Lee, N. J.; Chicago, Ill.; Hollywood, Calif.

IN PUBLIC INTEREST

KSTP-AM-TV Sets Up Reward

KSTP-AM-TV St. Paul-Minneapolis has set up a $1,000 reward fund for information leading to the arrest of the killers of a patrolman who died in the line of duty Aug. 17. Frequent radio and tv appeals are being made to individuals, groups and companies in an effort to track down those responsible for the death of Patrolman Robert Fossum, who was killed by three unidentified men riding in a stolen car. KSTP-AM-TV also set up a $1,000 family fund and is soliciting contributions by announcements for Mr. Fossum's widow and three children and for the family of Patrolman Ward Canfield, who was wounded in the automobile chase.

WAKE Boosts Safe Driving

WAKE Atlanta scheduled 496 safety announcements over the Labor Day weekend, in an effort to reduce the annual holiday toll of fatalities. The announcement went as follows, "Wake to walk Tuesday, drive as if your life depends upon it."

WAVE Comes To Pewee Valley

What began as a gag in a WAVE Louisville promotion turned out to be a big factor in helping a Kentucky town finance a payment on a recently-purchased fire truck. The station held a contest for listeners, to choose the "most popular WAVE personality," with the winner to weekend at Pewee Valley, Ky. (pop. 720), as the prize. At the same time, Pewee Valley was preparing a carnival to raise the funds for an annual payment on the new truck. The station and the townspeople got together and agreed that the winner of the contest would reign as "King of the Carnival," whose duties would include emceeing a beauty contest featuring male members of the volunteer fire department. WAVE personalities turned to using all types of zany tricks to win votes in the contest, which was climaxed by the theft of the ballot box before the votes were counted. The box finally was found empty by the Coast Guard, on a snag in the Ohio River. With no votes to count, a drawing was held to determine the winner, Foster Brooks. The carnival was a success, the station said, and the necessary money was raised.

WCKR Offers Storm Program

With the advent of the hurricane season, the news staff of WCKR Miami and the Miami office of the U. S. Weather Bureau have joined forces to prepare a special 15-minute program which deals with all phases of hurricanes. The program includes the precautions people should take before, during and after a hurricane and also the ins and outs of the Weather Bureau warning system. The station has available for its listeners and all radio stations a written version of the program which may be purchased for costs and postage.

KBUN Leads to Fugitive

A radio broadcast by KBUN Bemidji, Minn., is credited by police with leading to the apprehension of an escaped con-

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GREATER SALT LAKE!

Yes, Greater Salt Lake! It's a big and booming one hundred and eleven county market! It's over a million and a half potential customers in thousands of cities and towns! It's a gigantic audience, unified, reached and sold by 50,000 watt KSL radio!

THE BIG K

KSL radio

50,000 WATTS
CBS for the Mountain West
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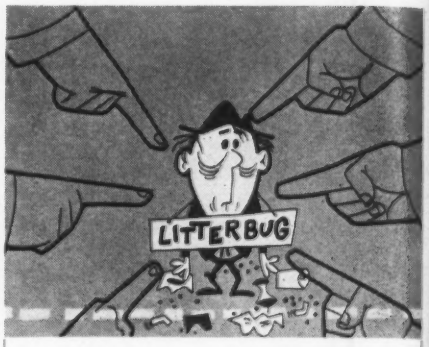
Reaches and sells a GREATER SALT LAKE!



If you throw papers in the street
You're a Litterbug
If you don't keep our beaches neat
You're a Litterbug
If you throw litter from your car
A Litterbug is what you are
If you throw litter anywhere
street, beach or in the air
You're a Litterbug.

LOS ANGELES is out to get the "Litterbug," and the above jingle is the key of radio-tv cooperation with the city's Clean City Crusade. Created for the campaign by Song Ads Productions Inc., the rhyme is being sung on radio, played as background for recorded messages and used on tv with an animated spot (above).

The whole campaign is being conducted on a no-cost basis, with agencies, radio-tv stations, recording and film companies and personalities donating time and talent.

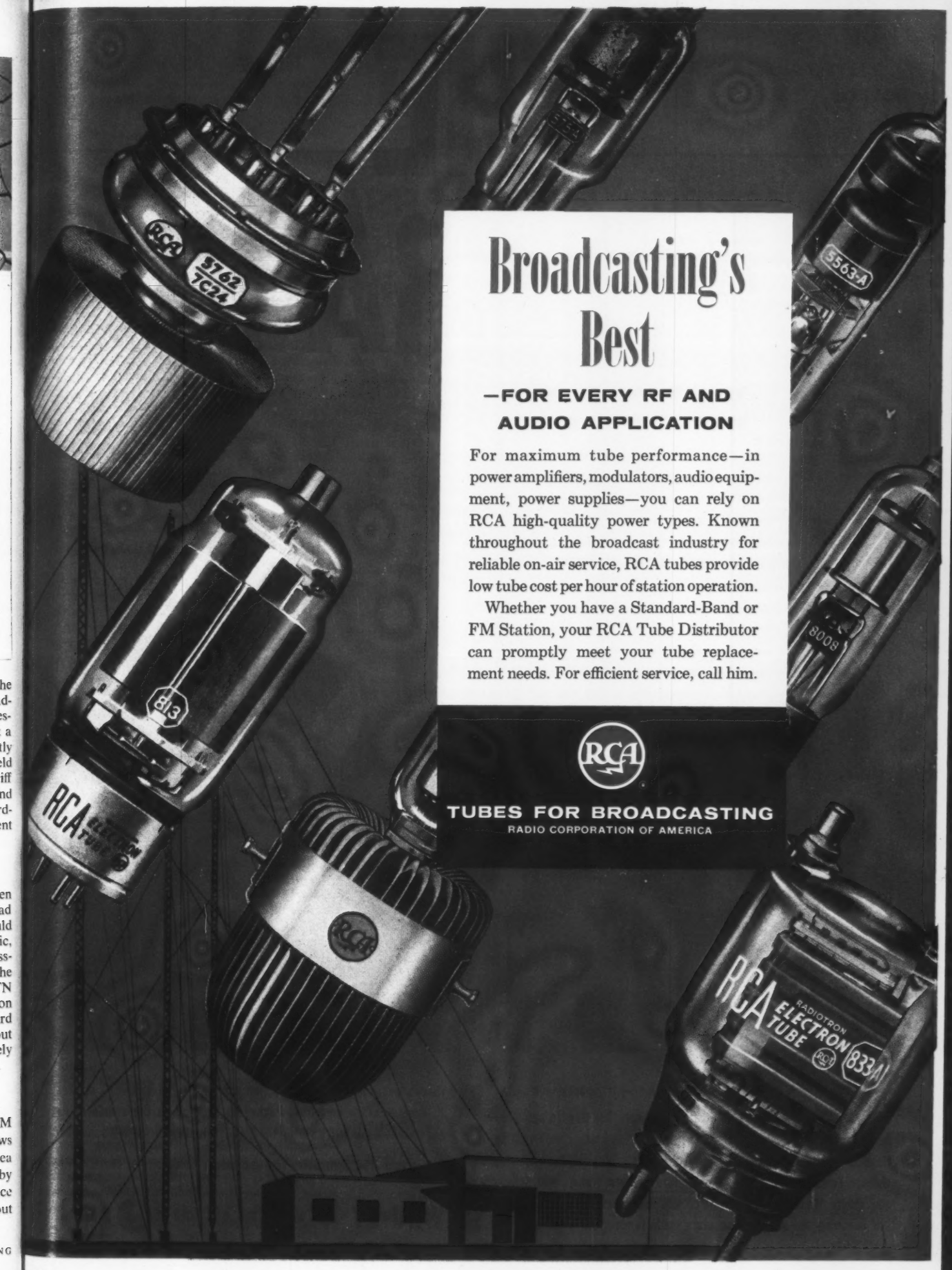
vict from a county jail. According to the station, a woman heard a KBUN broadcast giving a complete description of the escapee, Leo Otto Boser, and spotted him at a county fair in Northome. She promptly notified authorities who arrested and held him for Beltrami county officials. Sheriff John Cahill praised KBUN's coverage and the broadcast leading to the arrest, according to James R. Hambacher, vice president and general manager.

KSTN Helps Locate Missing Boy

Stockton, Calif., police were alerted when a 10-year-old boy's aunt reported he had wandered away from playmates and could not be found. Since the boy was a diabetic, the situation was considered urgent. A missing persons bulletin was sent from the sheriff's office and at the same time a KSTN Stockton reporter broadcast a description of the missing boy. A KSTN listener heard the broadcast in his car and looking out the window, saw the boy, and immediately phoned for police to pick him up.

WQAM Prevents Suicide

Cecile Kirby, receptionist at WQAM Miami, was called on by the station's news staff to persuade a man to give up the idea of committing suicide. While Miss Kirby talked to the man on the telephone, police surrounded his house and drove him out with tear gas.



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Whether you have a Standard-Band or FM Station, your RCA Tube Distributor can promptly meet your tube replacement needs. For efficient service, call him.

RCA

TUBES FOR BROADCASTING

RADIO CORPORATION OF AMERICA

THE BIG DRAW IS ON WRC-TV

GENE AUTRY TO CHAMPION YOUR PRODUCT! ROY ROGERS TO TRIGGER YOUR SALES!

Now, WRC-TV's newly acquired library of full-hour Roy Rogers and Gene Autry feature films will bring new appeal to the choice family viewing time between 5:30 and 6:30 pm in the nation's Capital. Each Monday through Friday, these hour-long, complete western dramas will delight and excite Washington small fry... and keep their parents watching and humming the songs these stars made famous the world over.

There's every kind of appeal—from singing to gun-slinging—in these all-time western favorites. Pack your product on the saddle of Roy Rogers and Gene Autry... for the biggest, fastest draw in Washington!

Call in your NBC Spot Sales representative for details of participation

WRC-TV · 4 WASHINGTON, D. C., SOLD BY NBC SPOT SALES

BROADCASTING
TELECASTING

Vol. 53, No. 10 **SEPTEMBER 2, 1957**

WHAT HAPPENED IN BOSTON

• Advertisers report impressive, efficient performance by radio-tv outlets

• Stations' crowded schedules return to normal as newspaper strike ends

Boston's first and only newspaper blackout in its long history was over at midafternoon Thursday. Its six dailies, which had suspended publication on the evening of Aug. 9, were to resume press runs beginning Friday afternoon.

At an end was one of the most hectic 21-day periods ever experienced by both advertisers and broadcasters in New England's biggest city. If the strike proved anything for broadcasters, it was that the media can perform impressively and efficiently in providing service to public and clients.

The newspaper shutdown had affected an approximate 1.25 million population that places Boston as sixth in the country in metropolitan area population and seventh in the family ranking by metropolitan county centers.

It also had created an unprecedented advertising situation as the area quickly became a tight, sellers' market for radio-tv.

To sum up the situation, B•T last week did an on-the-spot canvass of greater Boston's advertisers (mainly department stores and advertising agencies) and its two commercial tv and 11 radio outlets. As the strike ended Thursday, when representatives of 251 mailers agreed to arbitrate with the six dailies, this was the general picture:

• Radio and tv, along with suburban weeklies and some outlying city dailies, were the sole sources of news (current events and shopping items) except for a limited number of out-of-town newspapers.

• Prime time availabilities on stations were at a premium; most stations were loaded to commercial capacity. Business volume was up at every station, some as high as 40%, most at the 20% level.

• Some stations, it was reported by those on the scene, double and triple spotted, although clear-cut policies were difficult to determine in the clamor for additional schedules and the quick-shifting frequency of schedules already on the air. Stations, quickly sold out, adopted a policy of continuing public service programming even though customers had to be turned away.

• Relations with advertisers were becoming strained at some points. Thus, while station business was up substantially, broadcasters were seeking relief from an unprecedented and mounting pressure from both old and new clients seeking additional commercial schedules. There was strain, too, on newsgathering facilities and the extra services provided citizens who otherwise existed in a new news void.

• Early evidence indicated that department store sales did not suffer from the strike, though final conclusions cannot be drawn at this early date, and may never be settled to the satisfaction of all.

• At least one of the Big Four among the departments store groups in greater Boston —Raymond's—became convinced early in the strike of the power of broadcast advertising and apparently will use it at a stepped-up and consistent rate from now on.

• A self-service retail chain, J. M. Fields, Boston, one of the fastest growing store groups in the New England area, opened its eighth and ninth stores in the Boston suburbs during the strike. It used radio and television only to promote the openings and drew crowds above normal expectations. According to Fields' advertising agency, Gabriel Stern Inc., the broadcast media will be used extensively in the future.

• Store opening success during the strike period was not confined to Fields. Gilchrist's, another of the Big Four department stores, with stores in Quincy, Framingham, Brockton, Waltham and Medford, opened a new outlet in Cambridge during the strike, and reported a brilliant turnout. Although the store could not credit broadcast advertising as the sole motivator (it distributed a heavy batch of hand circulars), Gilchrist's, a faithful newspaper user, was impressed that the retail world somehow could get along without a newspaper hypo.

• A telephone survey among 501 housewives in the Greater Boston area was conducted during the second week of the strike by Edward J. Noonan Market Research Organization, Boston, for WBZ. Results

NEWSSTANDS IN BOSTON, like this one before Old South Church, were in business during the strike, but not selling newspapers—not one is in sight. Boston advertisers put their business in radio and tv, and found they shouldered the load admirably.

showed that 50% of the housewives turned to radio for news coverage and shopping information, 27% to television and 23% to newspapers (suburban and other city dailies or weeklies). Most housewives (72.3%) also said they did same amount of shopping as usual in downtown stores.

Indicative of most stations was the report by WORL Boston, 5-kw outlet, of new business coming from these advertising groups during the strike period: department stores, moving picture theatres, real estate firms, employment agencies, appliance dealers, amusement operators (ballrooms, nightclubs etc.), auto dealers, specialty shops and discount houses. Of these, department stores, theatres, appliance dealers, auto dealers and discount houses increased their normal schedules. Others were quite new.

Other stations reported national distributors of motion pictures (such as 20th Century-Fox and Metro-Goldwyn-Mayer) as having placed heavy air schedules in the Boston area during the strike.

Metropolitan Boston rates about sixth as a primary trading area in the U. S. As such, it is the haven for some of the biggest department store chains in the world. Jordan Marsh Co., with three stores—the huge downtown outlet and two others in suburban Malden and Framingham—and William Filene's Sons Co., with a big outlet in the heart of the city and nine other store units spreading from Hyannis along the Cape up through Boston's suburbs and north to Lewiston, Me., together have the largest dollar volume of any similar store groups in the U. S. Each has in excess of $100 million volume per year. Jordan Marsh is owned by Allied Stores Corp. Filene's is part of the Federated Department Stores.

Gilchrist's estimates it has about a 23 million dollar sales volume per year. Raymond's which did not supply an estimate, has shopping centers in Boston, in Quincy on the south shore and Lynn on the north.

Here is a report from each of the stores:

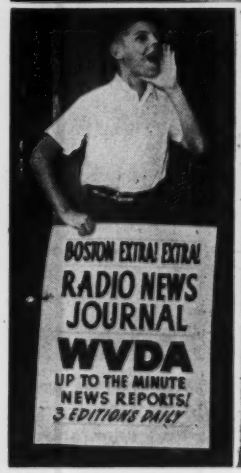
Filene's—the store group which calls itself the "world's largest specialty store" actually is not a department store in the technical sense since it does not have a "durable" or hard goods line. Before the strike, Filene's used radio sparingly, though at times it ran saturation campaigns. During the strike period, its radio placements were all of the saturation type and on "most" of the Boston stations.

MAKING THE MOST OF A SERVICE

Newspaper-struck Boston resembled a news poster city last week, the displays provided by promotion-minded stations in the area (see cuts).

WEEI set up a bulletin board at Sheraton Plaza Hotel; WBZ and WNAC used billboards on the historic Boston Common; WBZ had a special teletype service in the window of the American Automobile Assn. headquarters on School St. in the downtown area; WBZ installed a news ticker in the lobby of the Statler where it posted news on a bulletin board and supplied employes of the John Hancock Insurance Co. with latest news bulletins; WNAC installed a news bulletin board at South Station and distributed a newsletter to the Kenmore, Somerset and Sheraton Plaza hotels.

Visitors driving into Boston during the strike weeks were startled to hear a sudden recital of local theatre playbills either preceding or following newscasts on their car radio. If they tuned to some of the stations, they learned in detail who had died in Boston that day.



Conservative Boston displayed a penchant for wry humor. A station disc jockey apologized to listeners because of a preponderance of commercials, and a dealer in antique clocks startled staid Copley Square by hanging a Chinese newspaper in his window with a "for sale" sign.

Out-of-town newspapers (principally New York papers) were being black marketed at $1.25 for a Sunday copy. George Lipscomb, manager of the Greater Boston Distributors, the largest wholesale distributor of New York papers and consumer magazines in the area, emphasized he had instructed dealers not to charge more than 35 cents for Sunday papers and 10 cents for dailies. He reported regular allotments of newspapers with an influx of Providence and Manchester (N. H.) papers but not to any big extent. The *Christian Science Monitor*, which is printed in Boston, at first banned street sales within 30 miles of the city, but later lifted that restriction.

Radio and tv stations hired some of the unemployed 5,000 newspaper employes affected by the walkout of 251 mailers. WNAC-TV reported that Ed Sullivan would appear at the Boston Garden on Sept. 12 for a benefit performance with proceeds to go to unemployed newspaper workers.

Dick Waterbury, advertising manager for *Tv Guide* in Boston, reported a sellout in the first week of the strike—it prints more than 300,000 copies in the area. By the second week, 100,000 additional copies were run. Mr. Waterbury said the *Guide* was not equipped to handle a demand of department stores who sought big display space. Although advertising picked up "a little," the magazine was unable to boost its lineage because it makes up two weeks in advance.

B•T found Filene's store officials in the midst of preparing rush radio copy that had to get out momentarily to one of the Boston stations. Though heavy in radio during the paper shutdown, the store was using tv only "slightly."

Filene's reported that its "overall" business during the strike was running ahead of sales last year and that all its suburban stores had been "doing very well," though it possibly might have been more ahead in sales had it had full access to lineage. But the store was not suffering. The downtown unit held a special attraction of a children's zoo set up on one of the store's floors. The feature was drawing an average of 5,000 people daily. Of course, radio helped, the store's spokesman said, but he thought possibly it was more "word of mouth" that did the trick. Filene's, though heavy in radio, thought it would trim its sails in the medium as soon as the strike ended.

WBZ, 50-kw Westinghouse station, reported that Filene's saturated the station with 80 announcements a week, divided equally between the upstairs and the downstairs store. The current contract continues through Sept. 27 and features heavy announcement saturation on Sunday. The store also had saturation campaigns on WHDH, the *Herald Traveler* 50-kw station; had increased to the maximum on WCOP, a 5-kw outlet which normally carries about 50 one-minute announcements weekly for the store, and had schedules running on most other radio outlets in Boston. In tv it was sponsoring station breaks on WBZ-TV and had a campaign on WNAC-TV.

Raymond's—Carl Bates, advertising manager, said sales had been "very good" for the first two strike weeks, though the store was off "just a little" in the second strike week. Raymond's is a promotional retailer, runs big sales and normally is a heavy newspaper advertiser.

During the strike, the store used radio and tv for the first time and reported "excellent results." A news wire service received by Boston stations quoted Raymond's as having achieved "gratifying" store traffic after advertising on the very first weekend following the newspaper shutdown (the strike started on a Friday night). Concentration in radio was on "big sales days." It used several radio outlets and minutes on both WNAC-TV and WBZ-TV.

Mr. Bates said that Raymond's now believes it will use radio and tv in Boston to supplement its print advertising as a result of its strike experience. Mr. Bates thought the store chain would try to use the media to best advantage, chiefly promoting certain makes of clothing. (WBZ-TV reported late in the week that Raymond's, which had been using live commercial minutes on the station, had signed a 52-week contract for a half-hour weekly segment of its 5:30-7 p.m. *Pleasure Playhouse* feature film [Warner Bros. product] program on Sunday evenings.)

Gilchrist's—the store that opened its Cambridge outlet successfully during the strike is a firm believer in space buying. But the newspaper suspension hadn't affected sales appreciably. In fact, a spokesman noted, "business is better than expected but probably not as good as it would have been with newspapers." The store turned to radio, direct mail, hand delivery or circulars and sign posters. It hardly used radio before the strike, and when it did so it was in a limited way—a few spots.

The sales steadiness was attributed by this store to schools opening a week earlier than usual. This store also indicated that should the strike last beyond three weeks (which, of course, it didn't), it would be inclined to restudy all its media plans.

Jordan Marsh—this store group claims to be "the largest department store group in New England and the fourth largest in the country" and is considered to be the largest department store space buyer in the U. S. While business was "not bad" during the strike, the spokesman thought perhaps it "could be better"—the stock answer of the retailer.

Jordan Marsh has been a heavy user of television—that is, in comparison to what other Boston department stores usually do in the medium. The store usually schedules a "fair amount" of advertising in radio. During the strike, however, the store stepped up its radio 50-60%, according to the store's own estimate. In tv, the increase was not substantial and consisted for the most part of a few extra station breaks. Additional radio advertising by the store, of course, was in news breaks and on disc jockey vehicles.

Jordan Marsh found it difficult to assess the effectiveness of its aired commercials. For one thing, the store said, the weather has been more favorable in Boston this year and customers without newspapers are just "coming into town anyway" and shopping at random. This was one of the few department store groups to increase substantially its suburban newspaper advertising. It used 40 papers and resorted to circulars and direct mail. The cost? Nothing additional; all the money was diverted from regular newspaper advertising allocations and Jordan Marsh kept within its budget.

CRITICAL TIME FOR STRIKE

Generally, the newspaper strike hit at a rather critical time for Boston's department stores. The stores were recovering from a bad business slump.

According to the board of governors of the Federal Reserve System, the Boston district had been lagging 4% behind sales last year for the week ending July 20; 1% for the week ending July 27; 13% for the week ending Aug 3 and 1% for the week ending Aug. 10. The Boston district, according to this tabulation (the only measurable indicator of department store sales), and specifically, the downtown stores, were doing quite poorly in the summer. Sales were behind in July and August, hitting a 13% lag for the week ending Aug. 3 for the district and 17% that same week in the downtown area. These decreases were in marked contrast to a general improvement in average department store sales for the entire U. S.

The Boston district, however, was on an even keel for the weeks ending Aug. 10 and Aug. 17 (also see table, page xx). The downtown stores had improved their sales, lagging only 1% and 3%, respectively, for the two August weeks (the strike started Aug. 9). Suburban stores, meanwhile, showed marked increases.

NEW BUSINESS *for WBZ-TV came with this commercial, one of a number purchased by Raymond's Department Store. Jo Somers, fashion coordinator for Campbell, Emory & Lutkin agency, directs the models through their paces.*

While the stores were coming out of a poor sales period, the strike also caught retailers in the middle of planned pre-school sales, some of the biggest set for the Labor Day weekend.

A smaller department store, R. H. Stearns Co., which operates units in downtown Boston and in suburban Chestnut Hill, normally uses newspapers (twice a week—Wednesday and Sundays—in the *Globe* and *Herald* with dominant displays). This store, according to its advertising manager, was not using much radio, preferring to "sit tight and see what happens."

But the "wait and see" policy did not prevail at J. M. Fields.

Here is the Fields story as capsuled by Gabriel Stern, owner of the Gabriel Stern Inc. advertising agency in Boston:

On Aug. 19, ten days after the strike's start, Fields simultaneously opened its eighth and ninth "self-service" department stores in Natick and Medford (both within the greater Boston area). Backbone of the entire pre-opening campaign was radio and tv. Eight radio stations in the Boston area and WBZ-TV were used.

Fields has been a continuous radio user. Other stores are in the Schenectady-Troy area, Manchester, N. H., and Lowell, Lawrence, Salem, Everett and Somerville, all in Massachusetts. The chain is opening still another store in Jersey City.

Only 1½ years old, the chain, according to Mr. Stern, is the "largest and fastest growing self-service department store group in New England." More than 200 tv announcements were used in the week preceding the Natick-Medford openings, while "several hundred" spots were used on radio. The above-normal crowds delivered, according to Mr. Stern, "is a great tribute to the power of radio and tv . . . and an outstanding demonstraton of what the media can do." He cited still other examples of

client success during the strike weeks, including a 20-spot campaign on WORL that half filled a Medford drive-in theatre (capacity of 2,000 automobiles) which featured a twin-bill of "horror" movies that ran from 11:30 p.m. to 3 a.m.

BOSTON: STATIONS KEPT ON JUMP

• City's outlets report added news, services, increased business

Boston stations during the three-week strike period, upped news schedules, programmed special services and increased their business volume.

By the third week, many of the stations reported they were sold out. Some stations had individual "success" stories to report, only a few of which are highlighted here because of space limitations.

At least six nationally known broadcast group owners are represented in the Boston market: They are, Westinghouse Broadcasting Co., Plough Broadcasting Co., CBS, the Yankee Network, Victor Diehm Assoc. and the Bartell group.

The stations operated by these group owners and other strong outlets in the area generally reported this summary of activity:

WBZ-TV—A 52-week contract for Raymond's Department Store was signed as a result of performance by the station during the strike period (see main story) and an unusual experience was met by the Liberty Dress Co., a small dress manufacturer located in downtown Boston.

Liberty, which has a constant turnover of stitchers and sewers, had been spending $80 per week in the Sunday *Globe* and *Herald* newspapers advertising for new help, coming up with two or three interested people after the weekend. On the first Saturday morning (Aug. 10) during the strike, Liberty paid $140 for one ID at 11:10 between a weather and news telecast. On Monday morning, 18 girls were standing in line at Liberty; by six p.m., 22 to 23 people had applied. The firm was not taking any more employment risks —it purchased a one-minute live commercial over the past weekend.

Furniture store business fostered by the strike at WBZ-TV included purchase by John Scott Rockford of 24 IDs, starting Aug. 26; Kennedy's men clothing store sponsored four IDs in AA time during the second week of the strike and renewed for the third week. J. M. Fields (see main story) in one week placed 50 spots Aug. 18-21 and 44 more Aug. 21-23. Employment agencies placed business with WBZ-TV on an "in-and-out" basis. Raytheon, the electronics firm that is active in the Boston area, bought six IDs for recruiting personnel during the second week of the strike. Other advertiser groups: restaurants, summer theatres, auto dealers. A real estate firm, Town & Country Homes, a big newspaper advertiser, sponsored a 25-minute live show in a late Saturday afternoon period Aug. 17, then renewed for Aug. 24 and Aug. 31. Approximately $2,000 worth of business was placed on the station by theatre owner groups in the first weekend after the strike, all of the money in IDs.

WBZ-TV hit a record high of 112 weekly newscasts added to hourly bulletins and cutins on regular programming when the news situation warranted. At a busy section of town, the station set up a UP wire in the window of the American Automobile Assn. on School Street. News items were pasted on a map on a continuous basis to keep passers-by informed of latest events.

WNAC-TV—The station expanded newscasts to every 15 minutes, and 5- and 15-minute newscasts were carried every hour on the half-hour. The station practically was sold out. Among the department stores placing schedules: Filene's, WNAC-TV's regular client Jordan Marsh and Raymond's. Movie theatres (particularly those in the suburbs) also increased schedules.

WHDH—This station was nearly sold out before the newspaper blackout. By the middle of last week, there was no room to accommodate additional advertisers. The station, however, emphasized it would not overcommercialize and would provide public service programming during the strike. Among its features: It added 9 hours 20 minutes of news broadcasts sustaining (it already had sponsored newscasts hourly on the half-hour and its schedule jumped to newscasts every half-hour); increased business volume about 20%; declared it would not accept any more business at least until after tomorrow (Tuesday), and had to turn back business from department stores.

Other Outlets Report Increase

WCOP—Before the strike, Filene's, Jordan Marsh and Raymond's (leased departments) used the station exclusively, running about 50 one-minute announcements weekly. During the strike all three (and including for the first time, Raymond's owned departments) increased to maximum saturation. Total increase in business attributable to the strike: about 20%. The station was running completely sold out and was refusing "thousands of dollars of business" rather than overload the station with commercials.

Increase in business prodded by the strike came from department stores, real estate firms (normally in classified sections) and food product advertisers (chiefly regional food firms). Special attention was given to a rise in movie schedules, both theatre owners and national advertisers on behalf of new pictures. WCOP, which has a music and news format, thus had full sponsorship in announcements. It did not program any more news than it did normally, having programmed five minutes of news before each hour. WCOP stresses it held to "good programming procedure of not overloading the station, for this would defeat our purpose of serving the community."

WBZ—Its most outstanding contract was sponsorship of 62 newscasts per week by Jordan Marsh, the schedule starting Aug. 13 with contracts to continue through Sept. 16. J. M. Fields contracted for a heavy announcement schedule through Nov. 30. Raymond's purchased a saturation campaign and Gilchrist's also signed for announcements. The movie industry's schedules (both local and national) averaged $300-$800 per week while automotive and airline business also were reported. Much of this business came from newspaper-allocated dollars, according to the station.

WORL—The station reported its prime time was filled quickly, with department stores and movie theatres among the first to "get in fast" when the strike started. Its business increase because of the strike was 20-25%. It programmed two newscasts per hour, including obituaries (also run by WHDH and WEEI), as part of its public service programming, the station ran theatre playbills at no charge. Obituaries were collected via a check of 500 funeral directors and placed on the air each hour. Noted the station: The strike situation forced a number of reluctant advertisers to try the broadcast media. Also, WORL pointed to two local fairs held in Weymouth and Marshfield (both south of Boston), promoted only on radio during the strike, and which reported more gross revenues than anticipated.

WEEI—The station reported an increased advertiser activity on the station. WEEI cooperated with local newspapers in compiling obituaries, which also were mimeographed and sent to all local banks.

WBMS (WILD as of Sept. 1)—The strike occurred during WBMS' changeover to ownership by the Bartell group. John F. Box Jr., executive vice president of the Bartell group and general manager of the sunrise to sunset station, reported that immediate effects were a tripling of newscasts, purchase of an additional news wire, hiring of two newsmen, acquisition of a mobile unit (Aug. 15) and an order placed for a second unit. Newscasts were aired every half-hour.

The station was to change to a music and news format on Sept. 1. Because of this transition, new orders for business were restricted with the station seeking new charter accounts based on the new format. On this basis, three 52-week contracts came in: 10 spots daily by Jordan Marsh; an unspecified number of spots by Plymouth Dealers Assn., and 20 spots per day on behalf of six local Pepsi-Cola bottlers, all starting Sept. 3.

WCRB—A "good music" station, WCRB was "sold out" but "not oversold, no double or triple spotting" in line with its programming policy, since a commercial load "hurts our type of audience," according to Theodore Jones, president. Because of the strike situation, the station doubled its few newscasts and inserted short news bulletin capsules every hour. Three times daily a special roundup of "cultural" events in the field of entertainment and the arts were programmed. Stock market reports were aired twice a day. Business increased 35% during the strike. Only "some concessions" were made to the strike, but the list of advertisers included R. H. Stearns (also using WEEI, WNAC and WCOP), which had never before used radio. Other stores: Filene's, Raymond's and Quality Limit Stores (specialty linen shop), which previously had used only print.

WMEX—Bob Richmond, president and executive director, said business had quadrupled because of the strike. He reported that double and triple spotting were "prevalent" in the area. Heavy schedules were in prime time. The station has a music and news format and news capsules were put on the air during the strike every 25 minutes and regular newscasts on the hour. Mr. Richmond reported department store, employment agency and real estate company business.

WBOS—A foreign language station 50% of the day with the remainder of its time devoted to popular music, WBOS reported an increase in business with prime time sold out. Increases on the station came from department stores, movie theatres and motion picture distributors. Newscasts and commentaries in the foreign language programming schedule were stepped up as were some of the English language news programs.

WMUR-TV Manchester, N. H.—This station is 50 miles away from Boston but reaches a substantial segment of the population in the Boston suburbs, particularly along the north and south shores. WMUR-TV which maintains a sales staff in Boston, had a schedule from Raymond's and was negotiating with Filene's and Gilchrist's. Raymond's was running ten 20-seconds spots a day on a two-day renewal basis. WMUR-TV also picked up some motion picture theatre business. It maintained its newscast schedule of two minutes every half-hour and added a special program, *World Tonight*, a half-hour nightly in Class AA time.

WVDA—Special newscasts three times a day were added by the station, which, because it carries both ABC and NBC programming, had network news on the hour. WVDA sent printed news bulletins to advertising agencies in Boston as a service. The station had a 30% increase in its business volume with a rise in the schedules of real estate firms, department stores and motion picture theatres.

WGBH-TV—Boston's educational station featured special news shows during the strike period in cooperation with *Boston Globe*.

Many of the stations reported hiring editorial workers idled temporarily by the mailers' dispute with the publishers.

Dow-Corning Picks Radio to Sell Invisible Syl-Mer Fabric Finish

How can a company whose product is thrice removed from the consumer make the consumer aware the product exists? Dow-Corning Corp., Midland, Mich., which manufactures a silicone-based water repellent fabric finish named Syl-Mer, has found radio can do it.

Syl-Mer is applied to fabrics at the mill end. From there the fabric goes to the clothing or furniture manufacturer who in turn sends it to the retailer where it finally appears on the sales floor. But even then the consumer cannot see Syl-Mer. It is invisible.

According to Dow-Corning's advertising director, Robert Argyle, D-C will make ample use of radio when it kicks off a four-week campaign Sept. 23 on 41 stations in about 15 large markets [AT DEADLINE, Aug. 26]. A total of 1,088 jingles and announcements will be featured, highlighting the theme, "Safer With Syl-Mer." They will be open-end to allow local announcers to fill in merchandising details. Featured on the announcements are the Honeydreamers accompanied by a small musical group.

Mr. Argyle explains that "radio was selected to spotlight the campaign because of its definite dramatic impact." Fill-in to the Syl-Mer story will be done in non-broadcast media. Dow-Corning merchandising teams will join members of Anderson & Cairns, New York, D-C agency, in visiting each of the 15 markets for local promotion.

PREVIEW — MUSIC TO BUY CADILLACS BY

How do you translate into aural terms the visual symbol of brilliancy and majesty that is Cadillac? And, once translated, what is there to sell?

The answer: music and words—a lot of music, few words. The transmission medium: radio—lots of radio.

To the man who owns a Cadillac—or wants to own one—Cadallac is sophistication, power, smoothness. Whatever it is, it is not brassiness.

With these factors in mind, MacManus, John & Adams, Bloomfield Hills, Mich., has come up with six individually-scored sound tracks that will be as distinctly Cadillac as the golden-spoked wheel of the Coupe de Ville. Composed by a man whose chief forte to date has been an ability to "sell" rock 'n roll—Am-Par Recording Corp.'s A&R director, Don Costa—and recorded by Ray Hall, RCA Victor engineer, the "Cadillac themes" will make their debut this October on some 1,300 U. S. radio stations and MJ&A predicts that "hi-fi buffs" will treat this commercial with reverence.

The music in the spots—60 seconds long but consisting of at most 30 seconds copy—are to be to radio what "white space" is to magazines and newspapers: enormous "margins" drawing the reader —or in this case, listener—to the message in the center of the "page."

Considering the expense and work involved in producing a full-color magazine ad for Cadillac—the agency actually has gone to Paris just to shoot one picture with an Eiffel Tower backdrop—the radio commercials cost half as much and were produced within a two-hour span of time. The expedition to shoot the Eiffel Tower picture in color could cost perhaps $20,000-plus, industry observers estimate.

The new concept in commercials of Mark Lawrence, MJ&A vice president in charge of radio-tv, bore fruit the evening of Aug. 21 in New York's Webster Hall, a recording studio frequented by the nation's recording companies for its almost-perfect acoustical structure.

He explained that both agency and client, aware of the great boom in concert music recording sales and hi-fi equipment, wanted to do something "different" but in such a way as to entertain first, sell secondly. In picking Mr. Costa, MJ&A retained a professional musician who "feels by ear," one who had had very little—if any—actual practice with "medium hair" music, and asked him to come up with anything that he, Costa, felt best described Cadillac in sharps and flats.

Meanwhile, the agency signed a contract with Olmsted Sound Studios to use its recording equipment, asked for the "best possible engineer," and through the offices of Harry Landon, an Olmsted executive, managed to persuade Mr. Hall to cut his vacation short. Mr. Costa then was instructed to go out "and collect the finest musicians in New York." That he did is attested to by the fact that of the 17-man string section, 11 were concertmasters. Most of the 42 men had been more accustomed to the podium behavior of a Bruno Walter than to the antics of a reputed rock 'n roller. Surprisingly, Mr. Lawrence noted, "there were very few 'takes.' "

Recording was done stereophonically. Sixteen microphones were scattered throughout the sound stage and they in turn led to two separate banks of tape recorders. Through such a set-up Olmsted "milked" the orchestra of its fullest fidelity, and MJ&A, which had not yet prepared copy at the time the recording took place, now could insert the "sell" without sacrificing any of the tonal qualities. "We will merely tune down one phase of the track to make room for the announcer, leaving the other track free to provide full-fidelity background music."

Though MJ&A would not discuss budgets or costs, it was learned from reliable sources outside the agency that talent costs ran no more than $2,500, while mechanical reproduction (initial cutting to final processing and pressing of 1,400 discs) added another $5,500 to the budget. Unspecified: cost of retaining Mr. Costa or of placing the campaign on 1,300 stations.

For Mr. Lawrence, the man behind the "wheel," Cadillac's satisfaction and the expected public enthusiasm about a non-irritating car commercial will prove to be "the penalty of leadership." His own composition for Cadillac last year titled "Eldorado," has already been recorded by RCA Victor for fall release and there were reports last week in New York's Tin Pan Alley that "at least five" major record firms have made a bid for commercial rights to the 1958 Cadillac themes. Ownership and copyright rests with Detroit, but still Mr. Lawrence bemoans his fate: "How can I top these next year?" He asks.

RADIO-TV UPSURGE TO CONTINUE

- **B•T study finds half of agencies increasing buys**
- **Of the rest, more than half are holding to 1956 level**

Both radio and television face an autumn and winter of still-rising billings.

This happy prospect was seen last week in the results of a survey conducted by B•T among leading agency timebuyers.

The study showed approximately five out of ten are buying more broadcast time now than a year ago, and over half of the rest are buying at least as much as they did then.

The only category in which at least half of the respondents did not report stepped-up buying was that of network radio—and there the total came to 40.9%. In the other categories the number of buyers planning to spend more ranged from 50% of respondents (spot television) to 57.5% (spot radio).

In no category—network or spot, radio or tv—did more than 20% of the respondents say they were buying less time now than a year ago.

Among those who are buying more and who indicated by approximately what percentage their current buying runs ahead of last year's, the average increase in spending was as follows, by category:

Spot radio: up 25.6%.
Network radio: up 37.0%.
Spot television: up 37.0%.
Network television: up 54%.

The returns indicated that, although no more than a fifth of the panelists are buying less time today, those few who have cut back at all have done so substantially. For instance, among the 17.5% who said they were not buying as much spot radio now, those who gave percentages indicated that their spot buying is off, on the average, approximately 60%. In the case of those who indicated approximately how much less network radio they are buying, the decline averaged 47.5% in volume.

Among those who gave a clue to the size of their cutbacks in spot television the average decline was 47.5%, while in the case of network television it was 85%.

The following summary show, by category, the percentage of respondents who said they were (1) spending more, (2) spending less, and (3) spending about the same now, compared to a year ago:

Medium	Spending more	About the same	Less
Spot radio	57.5%	25%	17.5%
Network radio	40.9%	45.5%	13.6%
Spot tv	50.0%	30.0%	20.0%
Network tv	55.2%	31.0%	13.8%

Breeze Detergent Asks Free Commercials

Lever Brothers Co., marketing Breeze detergent, has whipped up a broadcasting gale with a new way of bypassing rate cards.

The soap firm has sent a form letter to station managers and/or promotion managers urging them to have their disc jockeys run free commercials plugging a Breeze boxtop offer.

A Lever spokesman, Humphrey Sullivan, news bureau manager, explained that Lever spends over $15 million in network and spot tv. "We have never used advertising as a gun to promote our products," he said. "This is not Lever's policy and such a philosophy wouldn't be tolerated here for a minute."

A copy of the Lever letter, signed by John M. Williams, brand publicity manager and sent to a western station, explains that Lever "is just coming out with some news which should stir up some excitement among the teen-age population." He adds that Sam Goody, "the world's largest record dealer," will supply any 45-rpm top-10 hit tune to the public for 35 cents and "two regular or one economy size" Breeze boxtop.

Mr. Williams says the free-time idea "is a natural for disc jockeys, and when we think of dejays your stations comes to the fore." Quite frank about it, he adds, "I'm writing even though Breeze isn't currently carrying a schedule because I think the offer is such an unusual one that your listeners (especially the teen-age group) would really be interested."

He continues, "As far as we know, the Lever offer is unique." Having described the free-time plan, his letter adds a postscript, "If you can lend us a hand, I'd appreciate the return of the enclosed card so we can thank you properly."

A list of four suggested unpaid announcements includes this one:

"How'd you like to buy twice as many records without spending any more money? The makers of Breeze detergent have come up with a great offer. For just 35 cents and two regular size or one economy size Breeze boxtops, you can get any 45-rpm record of your choice from among this week's top-10 hit tunes." This is typical of the four proposed free plugs.

At Lever it was explained the deal was worked out through Dave Bland, product manager, and Sullivan, Stauffer, Colwell & Bayles, which recently took over the account from BBDO. Lever currently sponsors two serials on CBS Radio, *Helen Trent* and *Young Dr. Malone*, with the offer promoted on the two network programs as well as in big Sunday supplements and a list of teen-age and movie magazines.

The free offer, Mr. Sullivan stated, went to stations carrying a Pepsodent schedule and was not sent to d.j.'s behind management's back. Asked if the post card return feature of the free offer might put the squeeze on station management, he said, "Nonsense! We don't work that way."

GM Sets Tv for Auto Debuts By Two Foreign Divisions

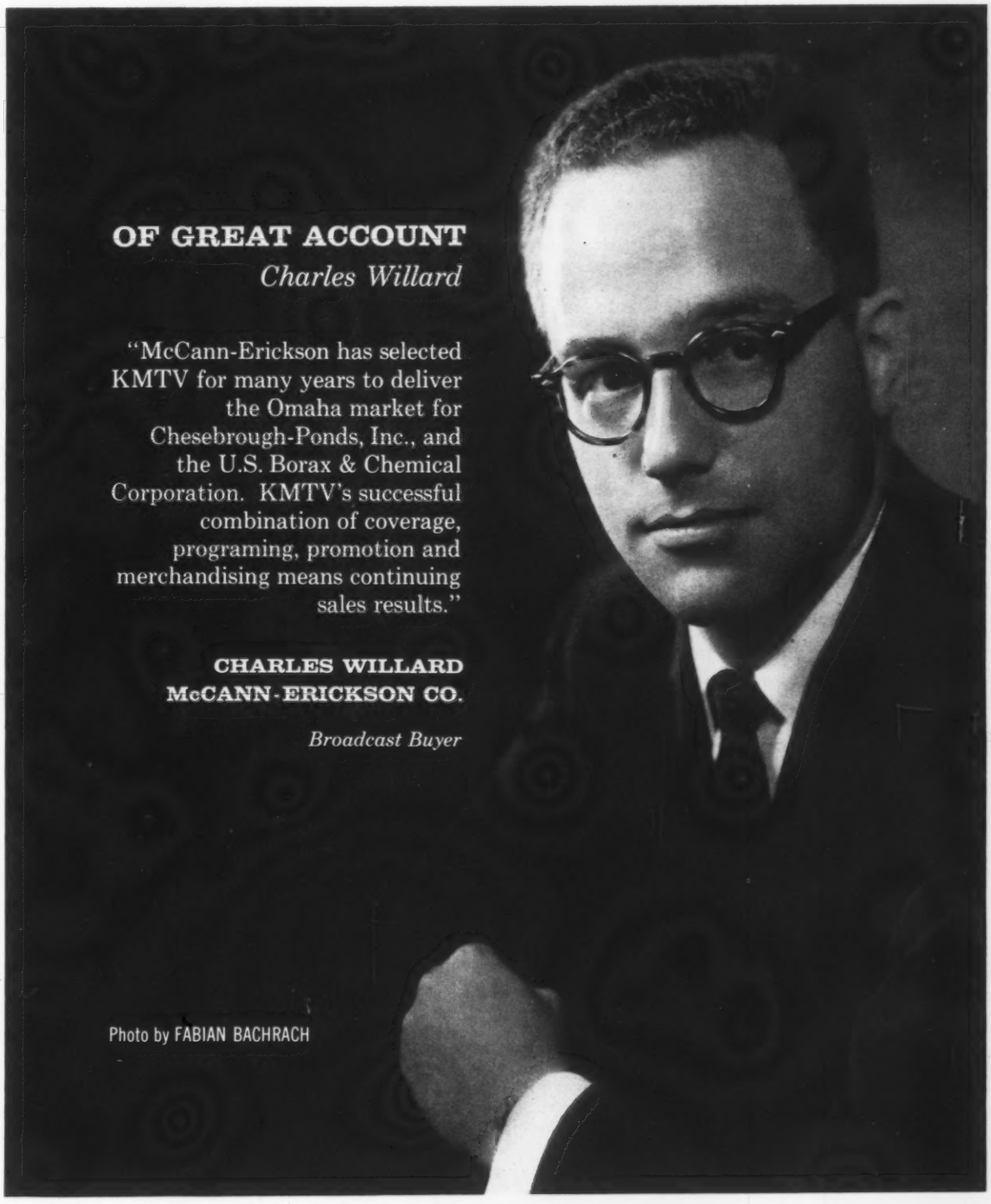
Two new auto advertisers are slated to make their debut on U. S. television this fall, but it's highly doubtful that their appearance—initially—will mark additional revenues for tv stations. Reason: The advertisers are foreign subsidiaries of General Motors Corp., and they will be "riding" on slots purchased by domestic GM divisions.

The autos are the British-made Vauxhall (Vauxhall Ltd., Div. of GM, Luton, England) and the German-made Opel (Adam Opel A.G., Russelsheim, Germany). With the slated appearance of these two cars this fall, it is now a certainty that the U. S. foreign car market has gone beyond the stage of being a "passing fancy." The Vauxhall and Opel both are to be low-to-medium-priced cars, with Vauxhall falling into the "midget" category and Opel into that of the "standard" size sedan. Pontiac dealers have been assigned the Vauxhal, Buick dealers the Opel.

General Motors officials in New York declined to comment about these plans, saying all statements would have to come from GM in Flint, Mich. Tv will figure in both automobiles' marketing plans, though it is doubtful any special buying will be done.

Vauxhall will "sit in" on spots already purchased by the Pontiac Division and it's expected Opel will do the same on Buick's tv purchases. MacManus, John & Adams, Bloomfield Hills, Mich., Pontiac's agency, will handle all tv placement for Vauxhall, with the British car division reimbursing Pontiac for the use of its time purchases. Buick, serviced through Kudner Agency, will likewise be reimbursed by Opel, although the agency also declined to discuss media plans. This much is known about Vauxhall: It will make its tv debut in Washington and Baltimore in September, with nine other markets slated to be such major cities where Vauxhall will be distributed. It's reported that an "offbeat" approach will be used in the copy platform. Colin H. John, associate account executive on Pontiac at MJ&A, also will act as account executive on Vauxhall.

The only major auto manufacturer to have begun distribution on a foreign-made car in the U. S. is Studebaker-Packard Corp., which through its dealer organization (and unique "working partnership" with Daimler-Benz A.G., Stuttgart, Daimler-Benz of North America Inc., New York, and Curtiss-Wright Corp., Wood-Ridge, N. J.), now is distributing the Mercedes-Benz. Daimler-Benz may use radio-tv spot "in the future." American Motors Corp. dealers—principally Nash and Rambler—also are marketing a "foreign" car, the Metropolitan, but this car is built in Britain to AMC specifications, that is, it is not sold in England. It is shown on tv via *Disneyland* and AMC's spot campaigns. Although the Taunus (German-made Ford) and other Ford products manufactured abroad are sold here, they are not marketed through Ford dealers nor advertised as Ford products.


OF GREAT ACCOUNT
Charles Willard
"McCann-Erickson has selected KMTV for many years to deliver the Omaha market for Chesebrough-Ponds, Inc., and the U.S. Borax & Chemical Corporation. KMTV's successful combination of coverage, programing, promotion and merchandising means continuing sales results."
CHARLES WILLARD
McCANN-ERICKSON CO.
Broadcast Buyer
Photo by FABIAN BACHRACH

KMTV SERVES MORE TV HOMES THAN ANY OTHER STATION IN NEBRASKA, IOWA AND KANSAS!

COLOR TELEVISION CENTER

KMTV

NBC-TV
OMAHA • CHANNEL 3
Represented by
EDWARD PETRY & CO., INC.

We Sincerely Believe:

1. . . . that the vast majority of WSB Radio's hundreds of thousands of consistent listeners are old enough and mature enough to have minds of their own—

We defend our audience against the untrue theory that "the average mentality of the listening public is that of a fourteen-year old."

2. . . . and that by giving them *variety* in music, intelligent and comprehensive news coverage, interspersed with well planned local and network programs—

WSB Radio is not a juke-box-program typed station with just "the top 10-20-30-40-50 tunes" rammed into our listeners' ears day and night.

3. . . . presented to them on the air by pleasing *personalities* instead of "characters"—

We insist that our WSB Radio air staffers present themselves as guests in our listeners' homes, easily understood and liked by every member of the family from eight to eighty. All rating surveys prove our dominant acceptance in Georgia.

4. . . . results in a WSB Radio audience with a *purchasing* potential that dwarfs that of any other radio station in the Atlanta market.

If you want to reach the BUYING members of the radio families in the Atlanta market use WSB Radio.

WSB/RADIO

The Voice of the South • Atlanta

Affiliated with The Atlanta Journal and Constitution. NBC affiliate. Represented by Edw. Petry & Co.

KENT MAY HYPO SPURTING SALES WITH AD BOOST TO $10 MILLION

- **Lennen & Newell, now sole Lorillard agency, to mastermind ads**
- **Drive for bigger market share may see new tv network purchase**

Kent Filtertips cigarettes, whose package emblem is a defensive medieval fort, is on the offensive. Kent is out to regain for the parent company, P. Lorillard, the 6.5% share Lorillard once had in the U. S. cigarette market and to go beyond that to 7% and up.

Some of the bigger guns in its advertising arsenal are television and radio which together now comprise two-thirds of its present $7.5 million advertising budget. But radio-tv allocations may be increased as P. Lorillard Co. gives serious thought to upping Kent's total ad expenditures to $10 million before the end of the year.

The Kent brand, named after former Lorillard President Herbert A. Kent, was first introduced in March 1952 (regular size). It came out with the king-sized filter 28 months later and earlier this year introduced the "flip-top box" size. With present sales pegged at 500% ahead of last year at this time, Kent is expected to pull the Lorillard firm out of a three year slump. Aiding Kent's progress:

• Consolidation of the Lorillard accounts under one agency roof, Lennen & Newell, New York [AT DEADLINE, Aug. 26].

• Around-the-clock cigarette production and packaging at its two southern factories—an emergency measure.

• The possibility of a new network tv sponsorship next season.

• Streamlining of internal corporate management.

According to Harry M. Wootten, a private consultant to the tobacco industry, much of Lorillard's future rides with what Kent will do in months to come. He points to Lorillard's 1956 sales loss of 7.2%, its close-to-20% gain on behalf of Kent, and the latter brand's "almost-unbelievable" track record over the past two months.

Lorillard is an advertiser of means. Total 1957 budget to date approximates $19 million of which two-thirds or $12.6 million is in broadcast media. By the end of the year, industry observers predicted last week, the budget may well be in excess of $20 million, with tv gaining a bigger share than it has had.

In light of Kent's landslide business, it is perhaps exquisite irony that Young & Rubicam, which introduced Kent five years ago, should lose that account as well as the $1.5-2 million Newport Mentholated Filtertip cigarette (brought out only four and a half months ago) to Lennen & Newell, agency for 30 years for Old Gold and other Lorillard products. By B•T estimates, L&N now should be billing over $50 million—a considerable rise over the agency's 1952 billing of $17 million.

The question Madison Avenue executives were asking last week: If Kent is doing so phenomenally well—obviously due to good advertising—and then is lost by the agency that nursed it along from infancy, does it really pay for an agency to do too good a job of advertising? There were few who would care to answer, for the feeling seems to be (in non-agency circles) that while Y&R did an "outstanding" job—Lorillard's President Lewis Gruber himself "regretted" having to sever the "always . . . most pleasant" relations with Y&R—the two factors that helped put Kent over the top had little to do with advertising as such. The first was a matter of basic economics, the second one of mass psychology.

• On Sept. 12 last year, Lorillard cut Kent's "luxury" price tag by $2 per thousand cigarettes and brought the brand in line with other "popularly-priced' names such as Marlboro and L&M.

• On July 9 this year, Kent introduced a "radically-new" Micronite filter that the company clamed would outperform any other filter, and put Kent in a flip-top box. Almost at the same time, *Reader's Digest* magazine propagated the "cancer-scare" sparked by American Medical Assn. with the first two reports on cigarette smoking and cancer and hailed Kent as the only truly "effective" filter brand on the market.

Still, Young & Rubicam made the most of both situations. Around the time of the announced price-cut, Y&R broke Kent's four-year "network-only" pattern by picking up a 60-odd market lineup of tv markets originally ordered through Lennen & Newell for Old Gold Filters which, incidentally, are now up 4% in sales over 1956. And when the *Digest* appeared in July, so did full-page newspaper ads prepared by Y&R's print media department which stated that there now was "conclusive proof" that Kent did the best filtration job. (It was learned, however, that prior to the appearance of the *Digest* articles, Lorillard made a firm promise to Reader's Digest Assn. in Chappaqua, N. Y., that the tobacco advertiser would not take advantage of the *Digest* articles by citing *Digest* statistics. Lorillard stuck to its promise and cited its own Lorillard laboratories studies, not those of the *Digest*.)

BIG GUN IN LORILLARD PUSH

A NEW BRAND AND AN OLD ONE

A 4½-month-old entry joins the older standard at L&N, adding its $1.5-2 million budget to Old Gold's $9.2 million.

Kent, currently alternate-week sponsor (with Revlon Inc.) of CBS-TV's *The $64,000 Challenge*, is understood to have committed itself for the CBS-TV Tuesday, 10:30-11 p.m. slot (as yet unfilled by any specific program) next season, but officials at Lennen & Newell now are considering the possibilities of placing Old Gold in that period. Since 1952, Kent has sponsored such network shows as *The Web, Kent Theatre, Father Knows Best, Appointment With Adventure*, and since a year ago this spring, CBS-TV's *Challenge*. On radio, it has made selected use of metropolitan markets, chiefly to introduce Kent, and recently, it has partaken in CBS Radio's "Impact" segmentation plan.

So well is Kent doing in sales that Lorillard devoted its commercial time on *Challenge* a week ago Sunday to counseling the American consumer to "please be patient if your neighborhood dealer is temporarily out of Kent" because the firm was "exerting every effort to meet the unprecedented demand." Mr. Gruber adds: "Never in our 197-year history have we experienced anything like the runaway demand which our new Kent is engendering." At Kent's Louisville and Greensboro plants, six-day-week schedules are in order, three shifts have been instituted, employment has been doubled and every available piece of equipment Lorillard can lay its corporate hands on has been rushed south. "But with every production jump we achieve," Mr. Gruber laments happily, "the demand jumps a little more, so it is constantly ahead of us."

Lorillard officials say that sales tripled between Sept. 12, 1956, and June 1 on Kent. Since that time, the "scare" has supplanted the "cut" as the principal reason for skyrocketing business. On July 25, Lorillard reported to stockholders that sales (dollar volume) had increased 9% over the first half of 1956, but made clear that this figure

did not reflect Kent unit sales since more packs had to be sold at the lower cost to match Kent's 1956 dollar volume.

The appointment of Lennen & Newell was greeted by that agency as a timely but unexpected "anniversary gift." Thirty years ago, Lennen & Newell, than Lennen & Mitchell, was assigned the Lorillard account and it held it exclusively until 1952 (for all products, including the little-advertised Embassy brand, the Helmar and Murad Turkish cigarettes, Briggs, India House, Union Leader, Friends pipe-cigarette tobacco, Beechnut, Bagpipe and Havana Blossom chewing tobaccos) when Y&R was named for Kent.

While 10 days ago no Lorillard official would comment on the pending switchover (effective Y&R termination: Nov. 30), Mr. Gruber said last week that the decision to consolidate the account was reached "after prolonged serious study and evaluation," and was motivated "by the many and varied benefits to be gained . . . not the least of which is, obviously, more efficient and economical service to Lorillard." He did not enlarge upon the "economics" of the move, though tobacco industry spokesmen intimated last week that the decade-old trend to decentralize tobacco accounts may be at an end. They point to R. J. Reynolds Tobacco Co.'s great success with keeping all brands —Salem, Winston, Camel, Cavalier, Prince Albert, etc.—with one shop, William Esty Co., and predict that henceforth, in efforts to counteract the "irritating" anti-tobacco elements (namely American Medical Assn.), cigarette companies again may look to one-agency advertising strategy.

SPREADOUTS VS. CONSOLIDATION

Over the past 10 years, some notable—and expensive—"spread-outs" have taken place, among them: American Tobacco Co. from Foote, Cone & Belding to BBDO, Sullivan, Stauffer, Colwell & Bayles, and Lawrence C. Gumbinner Adv.; Liggett & Myers Tobacco Co. from Cunningham & Walsh—previously known as Newell-Emmett—to McCann-Erickson and Dancer-Fitzgerald-Sample; Philip Morris Inc. from Biow Adv. to Leo Burnett Co., N. W. Ayer & Son, Ogilvy, Benson & Mather, and Benton & Bowles.

Mr. Gruber underscored this "new direction" by stating that L&N's appointment will "facilitate crystallization of the corporate image to both the trade and consumers, enabling us to build—over and above the vital product images—a pervading corporate concept, which is not possible when our accounts are scattered through a number of agencies." Other factors influencing Lorillard's decision: (a) "coordination of brand advertising and merchandising strategy" and (b) "coordination of product advertising budgets."

The budgets will rise. That's the consensus of both agencies, Young & Rubicam, the loser, and Lennen & Newell, the winner. Although Dale Anderson, Old Gold account supervisor and L&N vice president (the man who probably will be charged with taking over the whole account), refused to discuss (1) budgets and (2) ad strategy as regards radio-tv—thus hewing to the client's line that any public information at all is aiding the competition—it is safe to assume that Kent is to receive "the full treatment" this fall and subsequent winter if Lorillard intends to make sure that Kent's current sales surge will be no mere "fad."

In any case, whatever Lorillard does now will be a considerable notch above what it spent last year at this time. Total 1956 ad budget with over half in radio-tv: $14.8 million—a drop of roughly $1 million from 1955 during which time Lorillard spent close to $10 million in broadcast media.

With Kent's budget already pegged at $7.5 million, Old Gold's is approximated at $9.2 million, of which two-thirds is in radio-tv. Like Kent, Old Gold has gone in strong for network programming. Currently, it is winding up its 52-week contract with CBS-TV (signed initially for the Jackie Gleason programs along with Bulova Watch Co. last summer) by sponsoring a 13-week re-run of the Jimmy Durante Texaco shows. On Oct. 4, it will begin sponsoring NBC-TV's *The Court of Last Resort*, and may or may not take over the Tuesday night slot now vacant on CBS-TV. Late in July, it concluded a 13-week run on the 110-station NTA Film Network and NTA-20th Century Fox Film Corp.'s *Premiere Performance*, and last winter co-sponsored (with Toni Div., Gillette Co.) NBC-TV's *Walter Winchell Show*. Over the past years, it also has advertised on ABC-TV's *Stop the Music*, *Ted Mack's Original Amateur Hour*, NBC-TV's *Truth or Consequences*, and CBS-TV's *Two for the Money*. On MBS, it ran *Queen for a Day* and on CBS Radio the audio portion of *Two for the Money*. It also made occasional use of spot tv and radio.

Thanks to Kent, radio-tv and a still-growing cigarette market despite the cancer scare (overall industry sales are up 4% over 1956 even though the month of June saw a drop of 100 million units or 0.3%), Lorillard is pulling itself out of a three-year-old decline. On July 25, Mr. Gruber announced a 30% jump in net profits for April-May-June; for the same period, sales were up to $56,505,075 as against a 1956 second quarter sales report of $51,673,504. Net earnings for the first half of 1957 were up 18.6% ($2,721,492 as against $2,294,901) and sales were up to $104,641,649 as against 1955's first half sales of $98,815,162. (Of this figure, $1,043,017 came from Lorillard's Muriel cigars—a heavy spot user—sold early in 1956 to Consolidated Cigar Co.) In 1954, Lorillard claimed 6.5% of the U. S. cigarette sales; in 1955, it had slipped to 5.9% and in 1956, it had dropped to 5%. Meanwhile, all rivals were steadily increasing their share of the market. So far, Lorillard is back at 5.4% and expects to reach 6% within a few months. Of Lorillard's total cigarette output, filter brands account for 54%.

These figures—and the desire to surpass its 6.5% share of 1954—reflect the drive of Lorillard's new management team. A year ago July, Mr. Gruber, then sales vice president, succeeded President William J. Halley (who in turn had replaced then-President Herbert A. Kent, the latter now a board member). Manuel Yellen, former west coast sales manager, succeeded Alden James as advertising manager and George Whitmore, former Kent brand manager (all brand manager positions were abolished) replaced Advertising Manager Fred G. Robbe. Their first step was to lower Kent in price; their second, to devote more time to new brands, Kent, Old Gold Filters and Newport and less to the older and established names, Old Gold plain and king.

STOCK EXCHANGE OUT TO PROVE TV WORTH

- **Tests set on WBUF (TV), WGR-TV**
- **TvB sales pitch convinces NYSE**

Television Bureau of Advertising, after almost two full years of discussions and meetings with key officials of the New York Stock Exchange, has sold the exchange on tv.

Effective Sept. 9, the exchange will team up with three Buffalo, N. Y., brokerage firms, Trubee-Collins, Goodbody & Co. and Shields & Co. (the latter two branches of New York firms) on an 11-week test campaign via WBUF (TV) and WGR-TV Buffalo. For the exchange, whose total annual advertising budget is slightly in excess of $1 million, this test will be an expensive one: $25-30,000 just to prove to customers' men that television can sell stock as well as soap.

The campaign represents a culmination of discussions begun Sept. 22, 1955, by TvB executives with Keith Funston, promotion-minded head of the exchange; Ruddick C. Lawrence, public relations vice president of the exchange and former NBC-TV sales development manager; Merlin E. (Mike) Carlock, vice chairman of the board, Calkins & Holden, the exchange's agency; Peter A. Krug, C&H radio-tv director, and others principally concerned.

Before deciding to take the plunge itself (NYSE will pay all production costs on three filmed commercial and live copy and will split time costs with the three Buffalo firms), the exchange watched with considerable interest the tv tests of such brokers as Harris, Upham & Co., and decided that what was lacking was "follow-through."

Exchange officials are very disturbed about what they call "basic facts." Among them:

• That just 23% of the adult population could define common stock; that only 5% could identify the exchange's slogan, "Own your share of American business"; that only 10% of the adult population would consider stock as investments; that only 24% could define the activities of the exchange; that 50% of adults have no conception of brokerage and do not know the location of their local broker.

• That 65% of non-share owners with annual incomes of $10,000 and up have never been in contact with a broker; that 12 million families with annual incomes of $5,000 or more do not own any stock.

Surveying was done for the exchange by Alfred Politz Research Inc. among 3,000

Play it smart! Pick the station that

REALLY saturates

Southeastern Michigan

it takes just one and that's

Reach right into 1,700,000 TV homes and tap 9 billion dollars of purchasing power with a one-station buy! Pick WJBK-TV, proved dominant by all ratings in the nation's rich fifth market.

Detroit's Channel 2 **WJBK-TV**

MOST VIEWERS! No. 1 (Pulse and ARB) in 1,700,000 Detroit and outstate TV homes, including the heavily populated Flint and Port Huron areas.

MAXIMUM POWER! 100,000 watts, 1,057-foot tower.

TOP CBS AND LOCAL PROGRAMS

A STORER STATION

GEORGE B. STORER, President BILL MICHAELS, Vice President and Managing Director

persons 21 years of age or older, representing a cross-section of the U. S. in such a way as to represent the entire population of about 98 million adults heading 48 million household units.

Last May, TvB stepped in with a more startling statistic to answer the prevalent opinion that the wealthier the citizen, the less he watches tv. TvB found there is three times as much televiewing than newspaper reading being done in America by people earning over $10,000 a year. Where those earning less than $3,000 spend 249 minutes per day with tv, those in the $10,000-plus category watch 424 minutes daily.

The Buffalo test is not meant so much to increase business for the three local brokerage offices as it is designed to show the brokers that tv has a definite impact on those who can afford to buy stock. According to the exchange, everybody can afford it, and it has even instituted among its member firms a "monthly investment plan" whereby an individual can pay, say, monthly installments of $15 to his broker until enough money has been saved to "take a flyer."

Obviously, brokers cannot sell stock as Procter & Gamble sells soap. Securities & Exchange Commission regulations forbid the advertising of stock along the same lines of advertising products; stock cannot be guaranteed to be a "good buy." So the ads will sell "people's capitalism."

Three filmed commercials, lasting 50 seconds each (allowing a 10-second open-end logo, address and phone number slide on behalf of the local broker), have been prepared. The first is a chalk-talk on the values of stock ownership; the second a "pep-talk" by a "typical" gas station attendant; the third a scene in a local bank as a blue-collar worker cashes two checks, one his pay check, the second his dividend check. These will be shown on the two stations. Via WGR-TV, they will be slotted in early evening sports shows and the late night movie; on WBUF they will be slotted between 7-7:30 p.m. and 10:30-11 p.m. as well as on the afternoon *Million Dollar Movie*. Additionally, the exchange and the three companies will work out—through C&H—a series of live commercials to be delivered by such local personalities as WGR-TV's Helen Neville.

Each announcement will offer a booklet telling the viewer more about the exchange and the way it and its member firms operate, what they do for the investor, etc. Unlike many other tests, where the agency itself gauges and interprets inquiries, this one will see the giant NYSE research department process all inquiries and viewer reaction, interpreting them by projecting the Buffalo sample on a national scale, thus giving Mr. Lawrence's public relations section some ammunition with which to convince member firms of tv's strength.

TvB is particularly interested in the outcome. Comments Halsey Barrett, TvB director of national sales: "One of our prime missions is to broaden categories of advertisers using tv. The brokerage business is woefully underspent in television. . . . We wish to widen the scope of clientele and increase buying activities of Americans who think in terms of common stock."

Should the test prove conclusively what the exchange believes already—but which its member companies fail to realize—that tv is an excellent medium through which to increase "people's capitalism" and educate the mass public on investments, NYSE in all probability will turn to other cities for followup "tests." Already being considered: Oklahoma City and Houston.

BDA Adds S-P Dealer Groups For $2 Million in New Billings

Burke Dowling Adams Inc., New York, last week racked up another $2 million in billing when it confirmed reports that the Studebaker - Packard Dealer Advertising Assns.—representing 2,200 S-P dealers in the company's 20 sales zones—all had appointed BDA as their agency. Although most dealer organizations usually join the parent company in the choice of one agency, this reportedly is the first time in S-P history—or Studebaker and Packard's separate histories, for that matter—that the thousands of dealers had banded together in their selection of one major agency. Heretofore, dealers picked local agencies.

A special BDA staff headed by T. Russell Paulson, an executive appointed to service the dealers as liaison between the agency and the S-P account in South Bend, had made separate presentations to each and every dealer association. Mr. Paulson, in New York last week, said radio-tv would play "some" part in dealer advertising strategy during the following year but did not say how much of a part the two media would play. Some of the dealer associations, when the S-P account was serviced by Benton & Bowles, had been sponsoring local programs such as tv news and sportscasts. Mr. Paulson also reported that the Mercedes-Benz auto manufactured in Germany and distributed in the U. S. through 350 of the 2,200 S-P dealers, is doing so well in sales that "delivery is two-three months behind."

'SAYONARA' PLANS

Local radio-tv stations may be able to nibble at the $2 million advertising plum Warner Bros. has allocated to its new Marlon Brando film, "Sayonara," it was learned last week. Claimed to be Warner's biggest advertising budget for a single film to date, the $2 million will be used almost exclusively to pre-sell the Technicolor film this fall, with all media expected to be picked. Phil Solomon, WB account executive at Blaine-Thompson Co., Warner's agency, said most if not all radio-tv purchases (more radio than tv) would be made "at the local level" by theatre owners and managers through co-op funds to back up the heavy national print campaigns scheduled for consumer and trade magazines, newspapers and billboards.

P&T Rescinds Print-only Ukase, Will Keep Some of Budget in Tv

Park & Tilford's Tintex and toiletries division, having failed to (a) persuade NBC-TV to revive *Masquerade Party* this fall for possible Tintex sponsorship and (b) connect with a possible ABC-TV Sunday evening variety show starring Jinx Falkenburg McCrary, has changed its mind about its threatened full return to print media [B•T, April 12].

P&T Tintex and toiletries has decided to stay in television—but on a smaller scale. Effective Oct. 2, it will pick up on alternate weeks the 4:15-5 p.m. segment of NBC-TV's *Queen for a Day* for a 52-week period at an undisclosed cost. Although Grant Adv., agency for P&T's toiletries, placed the NBC-TV order, Emil Mogul Co., agency for Tintex, will share in the billing.

Latter will be based on the number of exposures by Tintex and the toiletries line, both of which will make use of the quarter-hour billboard.

Fred Q. Swackhamer, advertising director for the P&T division, said that the advertising budget, though increased 30% (effective this week), will not necessarily mean that broadcast media allocations will rise considerably. However, he pointed out that as against this past year's usage of network tv for a six-week period (NBC-TV's *Masquerade Party*, April 17-May 22), P&T now will make use of network on a year-round basis. Thus, where Tintex sponsored three full half-hours of network tv this spring, it now will sponsor a total of 6½ hours (one 15-minute period every two weeks).

P&T was considering the possibility of backing on alternate weeks the Tex McCrary Inc. package show, *Weekend at the Waldorf* starring Mrs. McCrary at 6-6:30 p.m. Sundays via ABC-TV on behalf of its new toiletries line. But P&T was unable to find an alternate sponsor, among other complications.

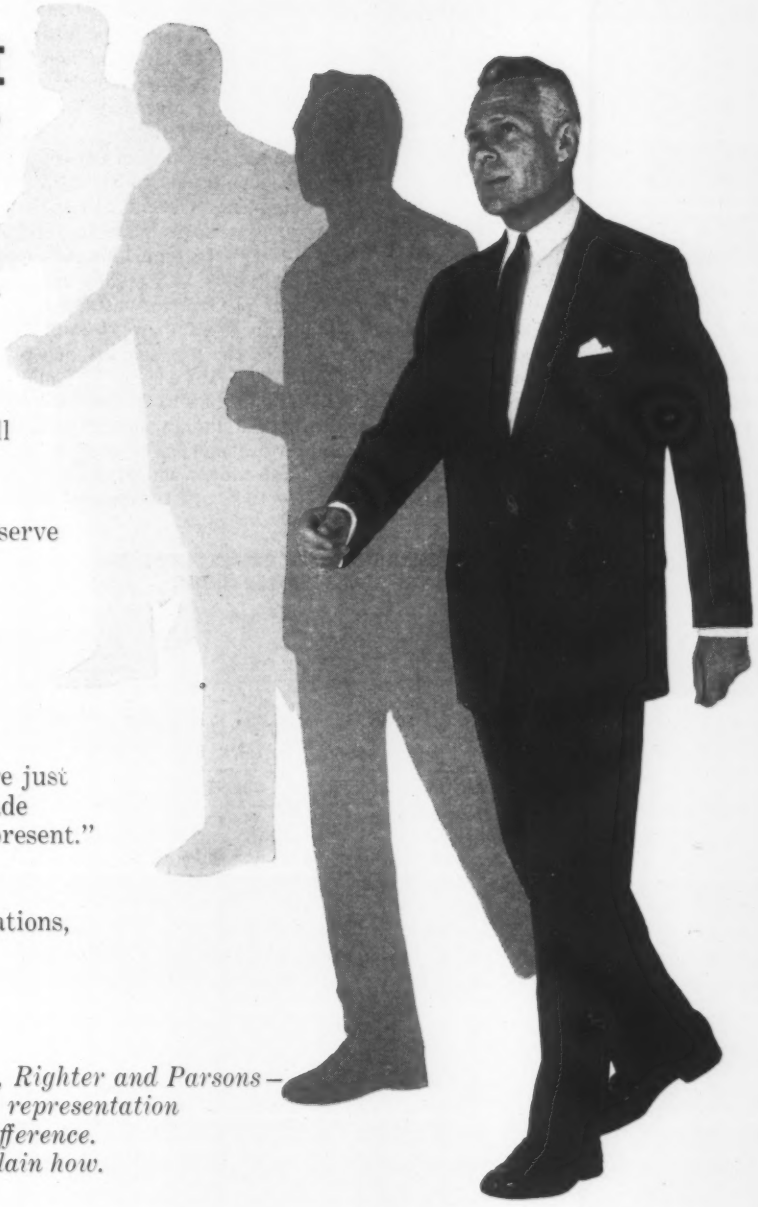
P&T has not finalized its entire fall strategy, but feels fairly certain that print is not going to get as much of an allocation as might be inferred from the signing of a quarter-hour tv show every other week. Mr. Swackhamer declared that there is a good chance P&T will "hypo" activities in some of the markets not covered by *Queen for a Day* by taking to spot tv.

Duffy-Mott Appoints SSC&B

Duffy-Mott Co., New York, has named Sullivan, Stauffer, Colwell & Bayles, New York, as its agency, effective Sept. 15, for all of its products—Mott's apple sauce, Sunsweet prune juice and cooked prunes and Clapp's baby food—it was announced last week by H. E. Meinhold, president of Duffy-Mott.

The account which bills appproximately $1 million in overall advertising had been serviced by Young & Rubicam, New York, for the past 12 years. The reason for the Duffy-Mott switch was the fact that Y&R had been appointed to handle the competitive Lifesavers-Beechnut baby food account [B•T, Aug. 12], thus forcing the resignation of the entire Duffy-Mott account.

Why be just part of the Parade..?



Today it's increasingly
hard to stand out from the crowd.
For every television station
on the air five years ago
there are now four more!
And, at mid-1957, another 350
commercial applications were still
pending for yet more stations.

As the parade grows bigger,
it takes something special to preserve
your identity at the
agency-advertiser level...
to be known for the
individuality that makes *you*
outstanding in your own market.

Ordinary production line
representation won't do it.
Without *specialized* selling, you're just
part of an ever-lengthening parade
your representative tries to "represent."
Quality television stations with
hard-won local leadership,
proud of their community reputations,
deserve something more.

They get it, too,
from Harrington, Righter and Parsons—
where specialized *representation*
makes so much difference.
We're glad to explain how.

HARRINGTON, RIGHTER & PARSONS, Inc.

NEW YORK • CHICAGO
SAN FRANCISCO • ATLANTA • BOSTON

television — the only medium we serve

WCDA-B-C *Albany* **WABT** *Birmingham* **WBEN-TV** *Buffalo*
WJRT *Flint* **WFMY-TV** *Greensboro/Winston-Salem*
WTPA *Harrisburg* **WTIC-TV** *Hartford* **WDAF-TV** *Kansas City*
WHAS-TV *Louisville* **WTMJ-TV** *Milwaukee* **WMTW** *Mt. Washington*
WRVA-TV *Richmond* **WSYR-TV** *Syracuse*

TV NETWORK BUYS AND BUYERS

The toiletries advertisers toppled food's advertisers from top spot on the network tv timebuying totem pole in June, according to a compilation based on Publishers Information Bureau data.

Foods and food products have been the usual product tv leader among network advertisers. But in June, their total slipped to a poor second followed closely by the total gross charges compiled by advertisers of soaps and cleansers.

In the tv network buying analysis for May [B•T, July 29], toiletries and toilet goods advertisers appeared to be making a strong bid for the top, with May totals coming within a half million dollars of food and food products.

While the monthly total hit the No. 1 spot, toiletries advertisers still ranked second to foods in the first six month's compilation. Margin between the two categories: about $2 million.

Toiletries and toilet goods advertisers in June were up $1 million over the total for the same month a year ago, while food's advertisers were billing about $190,000 less.

In the top 10 listing of network advertisers, the usual leaders filled the first nine places. General Motors, 10th in May, gave up its place in June to Bristol-Myers. In June 1956, GM was No. 5 with over $1.3 million invested.

Procter & Gamble, tv's top advertiser, spent more than $4 million at gross rates for time on the networks in June. This was a hefty half million dollars more than its network expenditure in that month a year ago. Except for isolated cases such as P&G and Ford Motor which are spending more for network tv, most blue chip advertisers apparently are not increasing their spending in network time on a monthly basis. This development can be attributed to a trend toward program sharing in sponsorship and a diversity in the types of advertisers entering the medium.

TOP TEN ON TV NETWORKS
JUNE 1957

1.	PROCTER & GAMBLE	$4,029,766
2.	COLGATE-PALMOLIVE	1,510,535
3.	CHRYSLER	1,466,139
4.	AMERICAN HOME PRODS.	1,457,630
5.	LEVER BROS.	1,394,578
6.	GENERAL FOODS	1,334,295
7.	GILLETTE	1,239,474
8.	FORD	1,086,597
9.	R. J. REYNOLDS	957,132
10.	BRISTOL-MYERS	898,464

GROSS TV NETWORK TIME SALES BY PRODUCT GROUPS DURING JUNE '57 AND JANUARY-JUNE '57 AS COMPARED TO 1956

	June '57	Jan.-June '57	June '56	Jan.-June '56
AGRICULTURE & FARMING	$	$	$ 79,383	$ 340,929
APPAREL, FOOTWEAR & ACCESS.	325,999	2,011,105	246,855	1,552,002
AUTOMOTIVE, AUTO EQUIP. & ACCESS.	3,864,188	24,804,359	4,641,627	31,028,789
BEER, WINE & LIQUOR	648,995	3,756,833	672,717	3,476,906
BUILDING MATERIALS, EQUIP. & FIXTURES	425,202	2,801,956	333,399	1,904,433
CONFECTIONERY & SOFT DRINKS	498,934	3,354,824	783,948	5,220,185
CONSUMER SERVICES	328,299	2,219,760	280,476	970,993
DRUGS & REMEDIES	3,333,469	22,375,250	2,887,269	18,555,493
ENTERTAINMENT & AMUSEMENTS	22,068	22,068		
FOOD & FOOD PRODUCTS	6,983,363	49,992,832	7,173,982	43,555,407
GASOLINE, LUBRICANTS & OTHER FUELS	99,537	1,408,590	412,935	2,251,635
HORTICULTURE	25,016	102,223	68,297	203,453
HOUSEHOLD EQUIPMENT & SUPPLIES	1,496,806	9,905,377	2,147,118	15,206,525
HOUSEHOLD FURNISHINGS	251,160	1,617,928	242,565	1,698,766
INDUSTRIAL MATERIALS	959,295	6,760,201	704,246	4,722,148
INSURANCE	519,775	3,306,243	373,535	2,216,151
JEWELRY, OPTICAL GOODS & CAMERAS	490,390	3,585,675	742,032	2,964,495
OFFICE EQUIPMENT, STATIONERY & WRITING SUPPLIES	236,883	1,559,944	282,082	2,161,627
POLITICAL				5,295
PUBLISHING & MEDIA	161,110	1,352,291	50,711	525,653
RADIOS, TV SETS, PHONOGRAPHS, MUSICAL INSTRUMENTS & ACCESS.	209,214	1,723,083	396,973	3,864.503
SMOKING MATERIALS	3,771,020	22,184,663	3,213,862	20,720,735
SOAPS, CLEANSERS & POLISHES	5,613,760	33,938,858	4,991,045	29,422,763
SPORTING GOODS & TOYS	31,017	401,049	31,367	340,415
TOILETRIES & TOILET GOODS	8,251,728	47,934,896	7,207,191	39,623,665
TRAVEL & RESORTS	259,797	911,681	46,875	276,615
MISCELLANEOUS	710,112	2,625,520	232,154	1,700,731
TOTALS	39,517,517,137	250,657,209	38,242,635	234,510,312

Source: Publishers Information Bureau

LEADING ADVERTISERS IN RESPECTIVE GROUPS DURING JUNE 1957

KNOMARK	$ 104,946
CHRYSLER	1,466,139
SCHLITZ	224,790
GENERAL ELECTRIC	70,445
AMERICAN CHICLE	165,669
AT&T	216,405
AMERICAN HOME PRODS.	1,235,790
HOWARD JOHNSON	22,068
GENERAL FOODS CORP.	1,334,295
STANDARD OIL	50,040
STERN'S NURSERY	25,016
WESTINGHOUSE	355,300
ARMSTRONG CORK	183,640
REYNOLDS METALS	275,790
PRUDENTIAL	304,935
EASTMAN KODAK	174,216
W. A. SHEAFFER	93,780
TIME	161,110
RCA	108,252
REYNOLDS	957,132
PROCTER & GAMBLE	3,441,823
MATTEL	31,017
GILLETTE	1,239,474
GREYHOUND	178,950
BILLY GRAHAM	263,563

M'LENDON'S 'TEXAS TRIANGLE'

FROM THE DESK OF
GORDON McLENDON

Thanks, Variety. Elmo Forker had the word for the Texas Triangle — the "Giant" of our industry. And incidentally, in the two months since your story, KILT's blitzkrieg in the Bayou has more than borne out your expectations. KILT is already first by far in every Houston survey — Hooper, Pulse or Trendex. So, Variety, you hit the nail on the head and the Texas Triangle thanks you again.

Gordon McLendon

DALLAS, HOUSTON, ANTONIO 'FIRST'

By BILL BARKER

Dallas, May 14.

In taking over KLBS in Houston today (Tues.), Gordon McLendon, 35, local radio executive, will have accomplished something all others have failed to do in 37 years of Texas commercial radio. He'll have put together for the first time stations in the three major markets, Dallas, Houston and San Antonio. Already owning what are generally recognized as top, highly profitable indies in Dallas (KLIF) and San Antonio (KTSA), McLendon threatens to give Houston the same "blitz" treatment with which he bowed in San Antonio one year ago and in 30 days raised KTSA from 2% to 30% of the listening audience, to take first place there.

McLendon's first move today was a change in call letters from KLBS to KILT, latter identifying his nickname, "The Old Scotchman." He's in Houston this week for the change in ownership and to okay complete remodeling of the Milby Hotel studios. Complete program change will see seven new deejays on tap, three of them imported from McLendon's KTSA in San Antonio. Promotionally, McLendon said, "I've planned several new things that we've never tried before. The Houston market means a great deal to us and we intend to pull out every stop to have the best station in the market. I'm even throwing in my ace KLIF disker, Art Nelson, to the Houston battle on a one-month loan."

Deejays due at KILT from KTSA, San Antonio, are afternoon spinner and program director, Don Keyes, Elliott Field and Bob Stevens, morning men. KTSA replacements will be Bob Drews, Eddie Dunn and Jack Elliott—the latter two switched from KLIF here.

Bill Weaver Managing

Bill Weaver, ex-KLIF exec, who went to WRIT, Milwaukee, when McLendon bought the Wisconsin airer, and lately the KTSA (San Antonio) head, takes over as manager of KILT, Houston.

KILT promotion started last week, with the new d. j.'s visiting a different high school daily and giving away hundreds of free records at each school. KLBS, prior to call-letter change this week, ran teaser announcements beamed at the May 14 changeover. Also, last week the three Texas McLendon stations joined together in a public service deal, airing the appeal of Italian Consul Count Ludovico Barattieri, who sought the return of his son, Vittorio, 14.

With all three McLendon radio

(Continued on page 52)

'Texas Triangle'

Continued from page 37

stations having excellent coverage on low frequencies, the new Dallas-Houston-San Antonio triangle gives McLendon access of 91% of Texas population and makes him almost the indispensable man to wax artists and manufacturers. Others have had similar ideas: Elliott Roosevelt, in the middle 1930s, as head of Hearst Radio interests, headquartered here, sought the Texas triangle. Gene Cagle, Fort Worth, also came close, and Howard Davis, from whom McLendon bought KLBS, once had both San Antonio and Houston outlets.

From 'Sick' to Slick

Until now, nobody has completed the triangle of the top three Texas cities for radio reception. McLendon, who buys "sick stations" and phenomenally builds them to top status, last week sold his El Paso outlets, KELP and KELP-TV, for a reported $1,000,000.

New at KILT will be Joe Long, ex-news editor at WNOX, Knoxville, who'll be managing editor of an eight-man news staff at KILT. His will be the largest news operation among Houston ayemers. McLendon stations are noted for top news coverage.

New owner is keeping quiet on his KILT "giveaway" plans, if any. Previously, in taking over WRIT, Milwaukee; KELP, El Paso, and elsewhere, the "Old Scotchman" has unloaded lotsa dough in contest gimmicks as a quick hypo to what he calls "sick stations." He admits, though, that a 100G promotional budget for KILT isn't a "far off" report.

McLendon has had a long and spectacular radio career. As prexy-owner, and top baseball announcer, he built the huge 458-station Liberty Broadcasting System before he was 30. Web was broken in 1952 when baseball clubs refused to continue broadcasting rights. In the last five years, he has proved he is "no flash in the pan" and has made a striking comeback—and impact—in radio.

BUSINESS BRIEFLY

WHO'S BUYING WHAT, WHERE

OVALTINE, PRITHEE • The Wander Co. (Ovaltine) has signed as co-sponsor of ABC-TV's *Sir Lancelot* (Tues. 5-5:30 p.m. EDT) on alternate Tuesdays starting Oct. 1. Agency is Tatham-Laird Inc., Chicago.

FLIGHT SCHEDULE • Pan American World Airways Inc., N. Y., has signed for full sponsorship of NBC-TV's *Meet the Press* (Sun., 6-6:30 p.m.), for 39 weeks effective Jan. 5. In three previous seasons Pan American has been alternate-week sponsor of series. Agency: J. Walter Thompson Co., N. Y.

NETWORK IN DOUBT • Bell Telephone System plans to continue *Telephone Hour* radio program next season although it has not decided on a network, official of N. W. Ayer & Son, New York, agency for the advertiser, reported. Program has been on NBC Radio for 15 years in Monday, 9-9:30 p.m. period, but advertiser thus far has made no commitment. Ayer spokesman said that both NBC Radio and CBS Radio have been approached regarding time availabilities.

SPOTTING DOWN EAST • New England Confectionary Co. (Rolo and Skybar candies), Cambridge, Mass., understood to be preparing spot tv campaign in six New England markets for mid-September start and lasting for 13 weeks. Campaign marks first use of tv for Rolo and will be forerunner of heavy spot tv drive by company in New England and Midwest beginning of 1958. Agency: C. J. LaRoche & Co., N. Y.

SOUTHERN EXTRACT • C. F. Sauer Co. (dressings, spices, extracts), Richmond, Va., buying spot tv in 18 Southeastern markets for campaign to start Sept. 9, run through end of year. Agency: J. Gordon Manchester Adv., Washington, D. C.

TWO MORE FOR BREAKFAST • KVP Co., Kalamazoo, Mich., and Lewyt Corp., Long Island City, N. Y., both making their first use of network radio, have signed for *Don McNeill's Breakfast Club* on ABN. KVP, for its freezer wrapping and shelving paper, in 52-week order, has purchased one segment per week starting Oct. 4, through Grant Adv., Chicago. Lewyt Corp. signed for one segment weekly beginning Sept. 26 for Lewyt vacuum cleaners. Hicks & Greist, N. Y., is agency.

COFFEE NEWS • Hill Bros. (coffee), San Francisco, has signed 11-week renewal of co-sponsorship of *Frank Goss News* (Mon.-Sat., 5:45-5:55 p.m. EDT) on 21 stations of CBS Radio Pacific Network effective Sept. 16. Agency: N. W. Ayer & Son, N. Y.

SOUP BREAKS • Campbell Soup Co., Camden, N. J., considering radio spot announcement schedule which, if approved, will start Sept. 16 in number of markets. BBDO, N. Y., is agency.

SALVO FOR SHOES • National Shoes Inc., N. Y., retail shoe chain, having upped 1957-58 ad budget by 18%, last Wednesday kicked off all-media drive, with announcements on 27 radio stations in New York-New Jersey-Connecticut-Massachusetts-Maryland area. Firm will also continue co-sponsorship of local WRCA-TV New York children's telecast. Emil Mogul Co., N. Y., is agency.

SATURDAY SERIES • Chesebrough-Pond's Inc. (Vaseline hair tonic), has signed to sponsor series of Saturday sportscasts over CBS Radio, for 12-week period beginning Sept. 14. Football news and scoreboard programs will include following sportscasters: Joe Foss, on 23-station midwestern lineup; Paul Raymon, on 47-station lineup in Southeast; Kern Tips, on 17 stations in Southwest, and Tom Hanlon on 45-station lineup in Pacific Coast and Rocky Mountain areas. Each will deliver two quarter-hour sportscasts. Agency: McCann-Erickson, N. Y.

RECEIVING a certificate, on behalf of Sullivan, Stauffer, Colwell & Bayles, for assisting the Red Cross in fund campaigns during the last three years is Hagan C. Bayles (c). E. Roland Harriman (r), national chairman of the American Red Cross, makes the presentation as Henry C. Wehde Jr. of The Advertising Council looks on.

COVER STORY • Rayco Mfg. Co. (auto seat covers and other accessories), Paterson, N. J., will launch four-month campaign after Labor Day using radio-tv, print and direct mail for its 150 nationwide stores.

Approximately 1,800 one-minute messages per week are scheduled for both radio and tv in 60 markets. Radio spots, on 50 stations, will concentrate on peak traffic hours to better catch mobile car owner; tv announcements, on 40 stations, will reach consumer late in evening. Agency: Emil Mogul Co., N. Y.

Sterling Drug Turns to Tv For Fizrin Seltzer Push

Sterling Drug Inc., New York, having achieved 22% distribution over the past year on its new antacid-analgesic effervescent powder, Fizrin Instant Seltzer, is turning to network tv to finish the job.

Sterling, through Compton Adv., New York, has bought into three NBC-TV daytime programs, *Truth or Consequences*, *The Price Is Right*, and *Treasure Hunt*, starting on or about Sept. 17 to back up Sterling National Brands Div.'s all-out push to achieve 100% distribution this fall. Having spent roughly $1.25 million over the past 12 months in spot tv in 28 markets—concentrating on New England, California, Ohio, with the exception of Cleveland, and several isolated cities—Sterling will continue to stay with spot in those 28 markets and may possibly enlarge its spot budget depending on the impact of the network shows.

No radio will be used, according to officials at Compton Adv., New York. Radio they recall, was used three years ago in test markets such as Providence, Grand Rapids and may possibly enlarge its spot budget, de- However, it appears that the client prefers

Continues on page 46

ACTIVITY

HOW PEOPLE SPEND THEIR TIME

THERE WERE 123,110,000 people in the U. S. over 12 years of age during the week Aug. 18-25. This is how they spent their time:*

58.5%	(72,019,000) spent	1,478.8 million hours	.....	WATCHING TELEVISION
58.7%	(72,266,000) spent	1,079.1 million hours	.....	LISTENING TO RADIO
79.5%	(97,864,000) spent	398.5 million hours	.....	READING NEWSPAPERS**
29.1%	(35,825,000) spent	163.0 million hours	.....	READING MAGAZINES
23.1%	(28,438,000) spent	378.2 million hours	.....	WATCHING MOVIES ON TV
52.0%	(64,004,000) spent	269.9 million hours	.....	ATTENDING MOVIES

These totals, compiled by Sindlinger & Co., analysts, Ridley Park, Pa., and published exclusively by B•T each week, are based on a 48-state, random dispersion sample of 7,000 interviews (1,000 each day). Sindlinger's monthly "Activity" report, from which these weekly figures are drawn, furnishes comprehensive breakdowns of these and numerous other categories, and shows the duplicated and unduplicated audience between each specific medium. Copyright 1957 Sindlinger & Co.

* All figures are average daily tabulations for the week with exception of the "attending movies" category which is a cumulative total for the week. Sindlinger tabulations are available within 2-7 days of the interviewing week.

** Newspaper readership figures were influenced during this period by the Boston and Detroit newspaper strikes.

A GIANT CAT WALK FOR CHICAGO'S LOOP?

A giant cat walk between the Wrigley Building and the Prudential Building would be mighty convenient for Chicago agency folks . . . especially to the Top Of The Rock at 4:00 P.M. We've measured the gap and our giant tower (over ⅓ mile) will fit . . . with a little left over! Suggestion: Try measuring the giant SALESpower of our 1572′ tower in Oklahoma.

Wrigley Building, Offices of—Arthur Meyerhoff & Company, J. Walter Thompson Company.

Prudential Building, Offices of—Leo Burnett Company, Inc., Calkins & Holden, Inc., D'Arcy Advertising Company, Needham, Louis and Brorby, Inc.

KWTV CBS

OKLAHOMA CITY

NIELSEN RADIO

TOP NETWORK PROGRAMS

Radio Report for July 14-27

TOTAL AUDIENCE

Number of Homes (000) *

Rank		Rating
Evening, Once-A-Week	(Average)	(337)
1.	*People Are Funny*	867
2.	*Great Gildersleeve*	867
3.	*Gunsmoke* (Dodge—Sun.)	819
4.	*Gunsmoke* (Gen. Mills—Sun.)	722
5.	*Gunsmoke* (Sterling)	722
6.	*FBI in Peace & War*	674
7.	*Cavalcade of Sports*	674
8.	*Monitor* (Sat. 9:45 p.m.)	578
9.	*Robert Trout—News*	578
10.	*Monitor* (Sat. 9:05 p.m.)	530
Evening, Multi-Weekly	(Average)	(482)
1.	*One Man's Family*	1,204
2.	*News Of the World*	1,011
3.	*News*	770
Weekday	(Average)	(770)
1.	*Nora Drake* (2nd Half)	1,348
2.	*Ma Perkins* (1st Half)	1,348
3.	*Ma Perkins* (2nd Half)	1,300
4.	*Young Dr. Malone* (1st Half)	1,300
5.	*Helen Trent* (2nd Half)	1,300
6.	*Our Gal Sunday* (2nd Half)	1,252
7.	*Road of Life* (1st Half)	1,204
8.	*Young Dr. Malone* (2nd Half)	1,204
9.	*2nd Mrs. Burton* (2nd Half)	1,204
10.	*Nora Drake* (1st Half)	1,204
Day, Sunday	(Average)	(289)
1.	*Woolworth Hour*	963
2.	*Johnny Dollar*	722
3.	*Suspense*	722
Day, Saturday	(Average)	(385)
1.	*Gunsmoke* (Dodge)	1,059
2.	*Gunsmoke* (Gen. Mills)	963
3.	*Gunsmoke* (Midas)	963

* Homes reached during all or any part of the program, except for homes listening only 1 to 5 minutes. For a program of less than 15-minute duration, homes listening 1 minute or more are included.

NOTE: Number of homes is based on 48,150,000, the estimated July 1, 1957, total United States radio homes.

Copyright 1957 by A. C. Nielsen Company

BACKGROUND: The following programs, in alphabetical order, appear in this week's B•T radio ratings roundup. Information is in following order: program name, network, number of stations, sponsor, agency, day and time.

Cavalcade of Sports (NBC-176): Gillette (Maxon), Fri. 10 p.m. to conclusion.
FBI in Peace & War (CBS-183): sustaining Sun. 6:10-6:30 p.m.
Great Gildersleeve (NBC-148): participating sponsors, Tues. 8:05-8:30 p.m.
Gunsmoke (CBS-199): Dodge (Grant), General Mills (D-F-S), Midas (Bozell & Jacobs), Sterling Drugs (D-F-S), others, Sat. 12:30-1 p.m., Sun. 6:30-7 p.m.
Helen Trent (CBS-193): Scott (JWT), participating sponsors, Mon.-Fri. 12:30-12:45 p.m.
Johnny Dollar (CBS-166): P. Lorillard (Y&R), Sun. 5:30 p.m.
Ma Perkins (CBS-194): Lever (K&E), Lipton (Y&R), others, Mon.-Fri. 1:15-1:30 p.m.
Monitor (NBC-186): participating sponsors, Weekend service.
News (NBC-173): Bristol-Myers (Y&R), Brown & Williamson (Bates), Time Inc. (Y&R), Mon.-Fri. 9-9:05 p.m.
News of the World (NBC-169): participating sponsors, Mon.-Fri. 7:30-7:45 p.m.
Nora Drake (CBS-183): Scott (JWT), Woman's Day (Paris & Peart), Mon.-Fri. 1-1:15 p.m.
One Man's Family (NBC-186): participating sponsors, Mon.-Fri. 2:30-2:45 p.m.
Our Gal Sunday (CBS-194): participating sponsors, Mon.-Fri. 12:45-1 p.m.
People Are Funny (NBC-154): participating sponsors, Wed. 8:05-8:30 p.m.
Road of Life (CBS-156): participating sponsors, Mon.-Fri. 1:45-2 p.m.
Second Mrs. Burton (CBS-197): participating sponsors, Mon.-Fri. 2:15-2:30 p.m.
Suspense (CBS-171): P. Lorillard (Y&R), Sun. 4:30-5 p.m.
Robert Trout (CBS-187): Chevrolet (C-E), Sun. 6:55 p.m.
Woolworth Hour (CBS-198): Woolworth (Baker), Sun. 1-2 p.m.
Young Dr. Malone (CBS-190): Scott (JWT), Hearst (Grey), Mon.-Fri. 1:30-1:45 p.m.

VIDEODEX

TOP 10 NETWORK PROGRAMS

Tv Report for Aug. 1-7

Rank		No. of Cities	% Tv Homes
1.	*$64,000 Question*	172	29.4
2.	*Ed Sullivan Show*	171	26.9
3.	*Gunsmoke*	154	26.7
4.	*Lawrence Welk*	193	26.6
5.	*Studio One Summer Theatre*	103	25.9
6.	*Playhouse 90*	131	25.7
7.	*Climax*	168	25.4
8.	Kraft Theatre	116	25.2
9.	*Twenty-One*	145	24.8
10.	*Julius La Rosa*	154	24.3

Rank		No. of	No. Tv Homes
1.	*$64,000 Question*	172	10,009
2.	*Lawrence Welk*	193	9,145
3.	*Ed Sullivan Show*	171	9,024
4.	*Gunsmoke*	154	8,565
5.	*Climax*	168	8,406
6.	*Playhouse 90*	131	8,125
7.	*Julius La Rosa*	154	8,067
8.	*Studio One Summer Theatre*	103	7,951
9.	*Twenty-One*	145	7,935
10.	*Cavalcade of Sports*	169	7,747

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NIELSEN

TOP 10 NETWORK PROGRAMS

Tv Report for July 14-27

TOTAL AUDIENCE †

Number of Homes (000)

Rank		Rating
1.	*Playhouse 90*	11,848
2.	*Gunsmoke*	11,727
3.	*$64,000 Question*	11,445
4.	*20th Century Fox Hour*	10,639
5.	*I've Got a Secret*	10,518
6.	*Ed Sullivan Show*	10,236
7.	*Climax*	9,632
8.	*United States Steel Hour*	9,430
9.	*$64,000 Challenge*	9,148
10.	*Richard Diamond*	8,987

Per Cent of Homes *

1.	*Playhouse 90*	30.9
2.	*Gunsmoke*	30.2
3.	*$64,000 Question*	29.1
4.	*20th Century Fox Hour*	28.2
5.	*I've Got a Secret*	26.7
6.	*Ed Sullivan Show*	26.1
7.	*United States Steel Hour*	25.2
8.	*Game of the Week*	25.0
9.	*Climax*	24.7
10.	*What's My Line*	24.0

AVERAGE AUDIENCE ‡

Number of Homes (000)

1.	*Gunsmoke*	10.841
2.	*$64,000 Question*	10,317
3.	*I've Got a Secret*	9,471
4.	*20th Century Fox Hour*	8,423
5.	*$64,000 Challenge*	8,302
6.	*Playhouse 90*	8,302
7.	*What's My Line*	8,221
8.	*Richard Diamond*	7,899
9.	*Undercurrent*	7,818
10.	*Ed Sullivan Show*	7,617

Per Cent of Homes *

1.	*Gunsmoke*	27.9
2.	*$64,000 Question*	26.2
3.	*I've Got a Secret*	24.1
4.	*20th Century Fox Hour*	22.3
5.	*What's My Line*	22.2
6.	*$64,000 Challenge*	21.7
7.	*Playhouse 90*	21.6
8.	*Undercurrent*	20.3
9.	*Richard Diamond*	20.1
10.	*Alfred Hitchcock*	19.9

(†) Homes reached by all or any part of the program, except for homes viewing only 1 to 5 minutes.

(‡) Homes reached during the average minute of the program.

* Percented ratings are based on tv homes within reach of station facilities used by each program.

Copyright 1957 by A. C. Nielsen Co.

BACKGROUND: The following programs, in alphabetical order, appear in this week's B•T tv ratings roundup. Information is in following order: program name, network, number of stations, sponsor, agency, day and time.

Cavalcade of Sports (NBC-171): Gillette (Maxon), Fri. 10 p.m. to conclusion.
Climax (CBS-195): Chrysler (M-E), Thurs. 8:30-9:30 p.m.
Game of the Week (CBS-166): American Safety Razor (M-E), Falstaff Brewing (D-F-S), Philip Morris (Burnett), Sat. 1:55 p.m.—conclusion.
Gunsmoke (CBS-162): Liggett & Myers (D-F-S) alternating with Remington Rand (Y&R), Sat. 10-10:30 p.m.
Alfred Hitchcock Presents (CBS-144): Bristol-Myers (Y&R), Sun. 9:30-10 p.m.
I've Got A Secret (CBS-199): R. J. Reynolds (Esty), Wed. 9:30-10 p.m.
Kraft Television Theatre (NBC-116): Kraft Foods (JWT), Wed. 9-10 p.m.
Julius La Rosa Show (NBC-154): participating sponsors, Sat. 8-9 p.m.
Playhouse 90 (CBS-134): American Gas Assn. (Lennen & Newell), Bristol-Myers (BBDO), Philip Morris Co. (Burnett), Thurs. 9:30-11 p.m.
Richard Diamond (CBS-184): General Foods (Benton & Bowles), Mon. 9:30-10 p.m.
$64,000 Challenge (CBS-117): P. Lorillard (Y&R), Revlon (BBDO), Sun. 10-10:30 p.m.
$64,000 Question (CBS-180): Revlon (BBDO), Tues. 10-10:30 p.m.
Studio One Summer Theatre (CBS-103): Westinghouse Electric Corp. (M-E), Mon. 10-11 p.m.
Ed Sullivan Show (CBS-171): Lincoln-Mercury (K&E), Sun. 8-9 p.m.
Twentieth Century Fox Hour (CBS-133): Revlon (C. J. LaRoche), Wed. 10-11 p.m. alternate weeks.
Twenty-One (NBC-145): Pharmaceuticals Inc. (Kletter), Mon. 9-9:30 p.m.
Undercurrent (CBS-162): Procter & Gamble (Y&R), Brown & Williamson (Bates), Fri. 10-10:30 p.m.
U. S. Steel Hour (CBS-133): U. S. Steel Corp. (BBDO), alternate weeks. Wed. 10-11 p.m.
Lawrence Welk (ABC-193): Dodge Div. of Chrysler Corp. (Grant), Sat. 9-10 p.m.
What's My Line (CBS-157): Helene Curtis (Ludgin), Remington Rand (Y&R), Sun. 10:30-11 p.m.

"YOUNG MAN, WHAT HAVE YOU DONE WITH MY SOAP OPERAS?"

We're sorry, ma'am. You've been a faithful listener for years. But there just wasn't any room for them in our plans for the future. At American Radio we're programing for today's new audience—the on-the-go housewife who's busier than ever, and who has formed new listening habits. So out go soap operas.

"What's taking their place?" you ask. **Live** music, that's what—and here's why:

1. Soap operas have dropped 37% in share of radio audience.*
2. 60% of today's housewives listen to music, while only 34.8% listen to soap operas.**
3. Night TV satisfies the demand for drama.***

That's why at American Radio we're programing **live** radio **exclusively.** That's why we're sold on the new **live** Herb Oscar Anderson Show, 10-11 every weekday. It's **live,** top tune music . . . **live** singers . . . **live** orchestra. It's fun radio, and it's what today's young housewife wants.

*A. C. Nielson
**RAB Survey of Radio and Housewives, March 1957
***Pure logic

the live one is

AMERICAN BROADCASTING NETWORK

At KLZ
IN DENVER

We think of the
LISTENER
first...THAT'S WHY
Our Advertisers
GET RESULTS!

ART GOW'S LADIES' CHOICE
(live music requests)
PAT GAY SHOW
(housewives' idea exchange)
STARR YELLAND'S PARTY LINE
(nightly voice of the public)
DENVER AT NIGHT
(pulse of a city after dark)

...ALL these outstanding KLZ personality shows have LISTENER PARTICIPATION...the magic ingredient!

KLZ is more than a radio station...
KLZ is a SELLING FORCE!

KLZ radio
560 Kc

CBS IN DENVER...Represented by The KATZ Agency

to see effervescent Fizrin demonstrated visually. The broadcast drive will get further propulsion through full-page magazine ads starting Sept. 8.

P&G Moves American Family From Kastor to Tatham-Laird

Procter & Gamble, multi-million-dollar radio-tv spender, eliminated one of its 10 agencies—and ended a 27-year association—by transferring its American Family account from H. W. Kastor & Sons to Tatham-Laird Inc., Chicago, effective Nov. 11.

The account (American Family flakes, detergent, bar soap) accounted for about $250,000 in tv billings at Kastor, all spent in the Chicago area. P & G had used radio substantially for the account in previous years, with two daily newscasts on WBBM Chicago.

Tatham-Laird acquired P & G's Fluffo shortening from the defunct Biow Co. in April 1956, while Kastor had handled other P & G products (Teel, Drene, etc.) through the years. The switch was attributed to the company's desire to consolidate part of its business. American Family products are sold only in the Chicago area.

Geyer Resigns Wine Account

Paul Masson Inc., San Francisco wine account, has been resigned by Geyer Adv., New York, the agency made public last week. The termination becomes effective immediately, but Geyer will continue to service a 13-week tv sponsorship in New York of a local tv show. Ralph C. Robertson, Geyer vice president, marketing director and Masson account executive, declined to issue a reason for the resignation, nor would he name the tv show "because we haven't as yet informed the client of the program selection." Masson's budget has been principally print, with local television sharing in some of the allocations.

Three Spend Total $1.5 Million On Six NBC-TV Daytime Programs

Drackett Co. and Park & Tilford have ordered new advertising campaigns in six NBC-TV daytime programs, and Church & Dwight Co. has renewed its advertising schedule on one of the shows, making a total of $1.5 million in gross sales, William R. Goodheart Jr., vice president NBC-TV network sales, announced last week.

Drackett Co. (cleansers) will sponsor the first quarter-hour of *Tic Tac Dough* (Mon.-Fri. noon-12:30 p.m. EDT) on alternate Wednesdays; the second 15-minute segment of *The Price Is Right* (Mon.-Fri. 11-11:30 p.m.) and the first 15-minute segment of *It Could Be You* (Mon.-Fri. 12:30-1 p.m.) on alternate Fridays, and the second quarter-hour of *Bride and Groom* (Mon.-Fri., 2:30-3 p.m.) on alternate Wednesdays and Fridays. Wednesday sponsorships begin Sept. 11, and Friday segments on Sept. 20. Drackett also ordered two participations weekly on *Today* (Mon.-Fri. 7-10 a.m.). All orders are for 13 weeks.

(See page 38 for story on Park & Tilford buying.)

Church & Dwight has renewed its spon-

WHAT THEY'RE SAYING ABOUT UNITED'S RADAR

CAPTAIN KARL RUNKLE
"One of the really great advances in commercial aviation."

CAPTAIN H. F. DE JONGHE
"... of inestimable help in giving passengers a smooth, on-time ride."

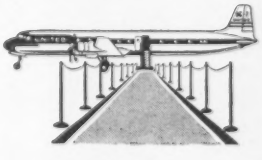
CAPTAIN J. E. HALE
"Radar sees into and through clouds, 'X-rays' weather ahead."

CAPTAIN DONALD SMITH
"It enables us to fly the calm corridors between storm centers."

FIRST OFFICER ROBERT VAN HOUSEN
"Now we avoid turbulence with minimum delay instead of detouring."

United's 2061 flight officers share great enthusiasm for airborne radar. Developed by United Air Lines in co-operation with Radio Corporation of America, weather-mapping radar for airliners has brought about a significant advance in air travel comfort and dependability. And by virtue of pioneering, United now has more radar in use than any other airline in the world. It's another good reason to choose United Air Lines when you travel!

WORLD'S LARGEST RADAR FLEET...



UNITED AIR LINES

Copr. 1957, United Air Lines

sorship of *Tic Tac Dough* on alternate Mondays from 12-12:15 p.m. for 26 weeks, effective Oct. 21. Agencies are Young & Rubicam for Drackett, Grant Adv. for Park & Tilford and J. Walter Thompson Co. for Church & Dwight.

CBS Radio Adds $4 Million In Billings During Week

CBS Radio contracted for new business and renewals totaling more than $4 million last week, according to John Karol, vice president in charge of network sales.

Colgate-Palmolive Co. signed a 52-week contract for 20 weekly 7½-minute units of daytime dramatic serials, effective Sept. 30. Agencies for C-P are Bryan Houston Inc., Lennen & Newell Inc. and Ted Bates & Co. Hearst Publications (*Good Housekeeping* magazine) bought ten 7½-minute units of daytime dramas during Sept. 10, 20 and 23 schedules only, through Grey Adv.

Carter Products Inc., through Ted Bates & Co., signed for five 7½-minute units of the network's daytime dramatic serials, on an alternate-week basis beginning Sept. 30. Mentholatum Co., Buffalo, also purchased five 7½-minute units of daytime dramas on an alternate-week basis beginning Oct. 7. Agency: J. Walter Thompson Co.

The Pfizer Co. purchased 13 "Impact" segments to start Sept. 19 through Leo Burnett Co. Woman's Day Inc. bought five 7½-minute units of daytime dramas, during the week of Aug. 26, through Paris & Peart Inc.

FOR UNMATCHED COVERAGE OF STEUBENVILLE-WHEELING 52nd TV Market

HERE ARE THE FACTS:

STATION — Covers 320,957 TV homes in 30 counties of Ohio and W. Virginia. 62% more tower—53,538 more TV homes than the Wheeling station. Lowest cost per thousand TV homes. Over 80 top-rated CBS and ABC Network shows. Total coverage of 1,125,500 TV homes, including Pittsburgh.

MARKET — Center of U.S. steel, coal and pottery industries. Fastest growing industrial area in the world. 1,418,800 population. More than $2 billion yearly purchasing power. Center of the Upper Ohio River Valley, rich in natural resources. Includes the highest paid industrial workers in the world.

Ask for (1) Showing of new color slide film, "How to Make Money in the Steel Market." (2) Chart, "How to Measure Your TV Results." (3) "Directory of Retailers and Wholesalers in Steubenville-Wheeling Market."

WSTV-TV
STEUBENVILLE, OHIO
CHANNEL 9 234,000 WATTS
Represented by Avery-Knodel, John J. Laux, Exec. V.P. and Gen'l. Mgr.; Rod Gibson, Nat'l. Sls. Mgr., 52 Vanderbilt Ave., N.Y.C., MUrray Hill 3-6977

A Member of the Friendly Group
WSTV, WSTV-TV, Steubenville
KODE, KODE-TV, Joplin
WBOY, WBOY-TV, Clarksburg
WPAR, Parkersburg
WPIT, Pittsburgh

AGENCY APPOINTMENTS

Armour & Co., Chicago, named N. W. Ayer & Son, same city, to handle canned meat-beer-pork-sausage division effective Nov. 18. This segment of Armour account has been handled by Tatham-Laird Inc., Chicago, and reportedly represents $2.5 million in all media.

W. A. Sheaffer Pen Co., Fort Madison, Iowa, names BBDO to handle advertising for new ballpoint pen to be introduced this fall.

Hertz Rent-A-Plane System Inc., Chicago, appoints Foote, Cone & Belding.

Magic Chef Inc., St. Louis, appoints Noble-Dury & Assoc., Nashville, Tenn., to handle advertising for gas ranges and gas space heaters.

Sleep-Eze Co., Long Beach, appoints Mottl & Siteman, Beverly Hills, both California, to serve account nationally and in West Indies, Alaska and Hawaii.

Par-T-Pak Beverages Inc. (newly-formed company to handle bottling and distribution of Par-T-Pak, Royal Crown Cola and Nehi beverages in San Francisco, East Bay and San Jose territories) names Honig-Cooper Co., S. F.

Heidelberg Brewing Co., Tacoma, Wash., appoints Guild, Bascom & Bonfigli, S. F., effective Oct. 1.

Southern Biscuit Co., Richmond, Va., names Cargill & Wilson Inc., same city.

Mutual Benefit Life Insurance Co., Newark, N. J., names Grant Adv., N. Y.

Cinta Chilean Airlines, N. Y., names Koehl, Landis & Landan Inc., N. Y., for its "Cinta Chilean" airline travel. Radio and television are planned in eastern seaboard markets.

Nova Scotia Food Products Corp., Brooklyn, N. Y., names Bermingham, Castleman & Pierce, N. Y., to handle campaign for its new line of smoked and frozen fish products. Spot radio in New York, Florida and California is planned after Labor Day.

A&A SHORTS

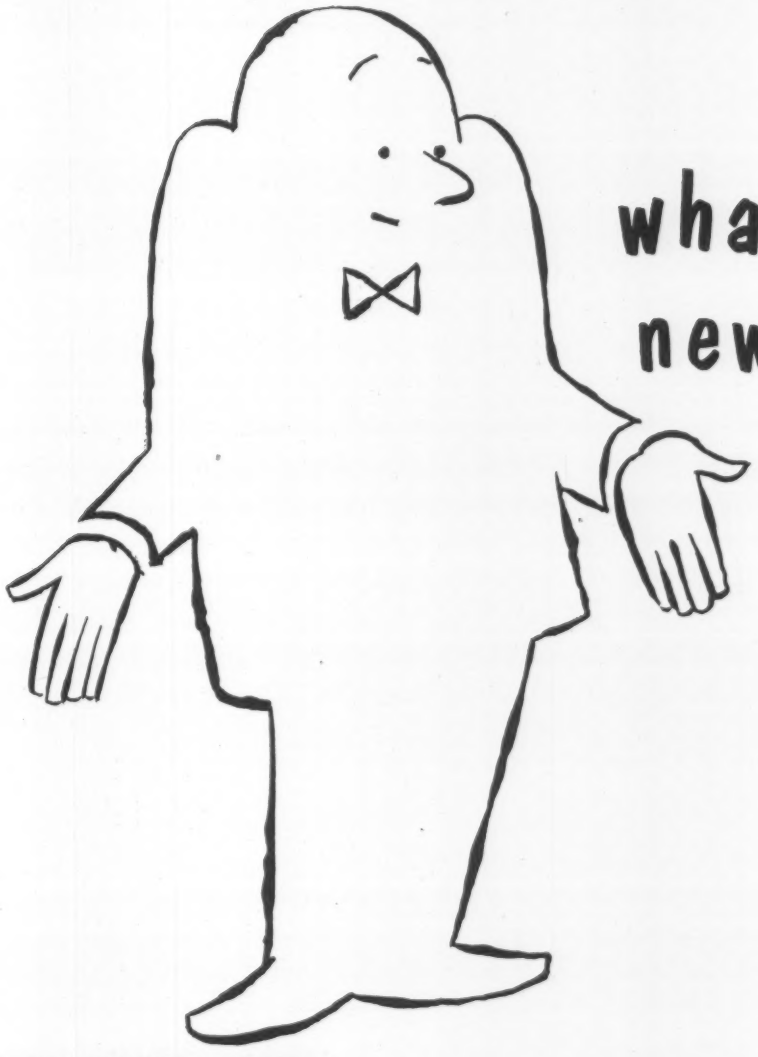
Ruthrauff & Ryan, Phila., moves to Three Penn Center.

Doyle Dane Bernbach, L. A., moves to 6399 Wilshire Blvd.

Wyatt & Bearden Adv., Dallas, changes its name to **Jack Wyatt Co.** and reports it plans no changes in personnel or account servic- Philip D. Reed board chairman of GE,

Charles O. Puffer Co., Chicago, announces move of quarters from Lincoln Tower, 75 E. Wacker Drive, to MCA Bldg., 430 N. Michigan Ave.

Ted Workman Adv. Inc., Dallas, announces change of address to 8800 Hines Blvd. Tel.: Fleetwood 7-1907.



WYDE in BIRMINGHAM

WILD in BOSTON

NEW call letters
NEW Bartell stations
NEW programming

now represented by

ADAM YOUNG INC.

New York • Chicago • St. Louis • Los Angeles • San Francisco

WHY THEY KEEP ON GOING THATAWAY

Psychologist defends westerns as native art form of real permanence

BY ERNEST DICHTER, PH.D.

President, Institute for Motivational Research

U. S. televiewers this fall will be deafened by the roar of six-shooters and the thud of pintos' hooves. Western programs will be packed into network schedules in unprecedented numbers (see page 52), to say nothing of the syndicated and feature film horse operas that individual stations will play. Why the rush of tv programmers to the elderly staple of the movie industry? In this article, Dr. Dichter explains why people like westerns and why they shouldn't feel guilty that they do.

Last year, my 15-year-old nephew visited us for two months. It was his first trip from France to the United States. He hadn't been here more than 24 hours when he discovered American westerns on tv. Had we permitted it, he would have sat in front of the tv set for six or seven hours a day watching one western after another —despite the fact that he spoke hardly any English. At the end of his first week here, his rapt and enthusiastic addiction to westerns remained untarnished, and I finally became accustomed to being greeted by a casual "*bon soir,* boss" or "*comment ca va,* podner" when I enter the house in the evening.

This is by way of pointing out the universal appeals of westerns which cross age and economic—and even language—differences. By analyzing some of these appeals, we will have a clearer insight into our own motivations in watching, and secretly enjoying, westerns. We may even let ourselves go and enjoy this form of entertainment without feeling guilty once we realize that westerns are not really beneath us.

First of all, westerns are an American Odyssey, an epic which never dies. Its characters are larger than life, as is always true of epic heroes. The western is a typical folk art, a popular art. It is always formalized; its characters are always the same.

A second appeal which westerns hold for all Americans is that they provide a common basis of identification with this country. Vast numbers of Americans are first, second, third generation citizens. They have no real roots in this country compared to people who have lived in a European village for a thousand years. In their search for American roots, they adopt the West because the struggle for the West allows them an emotional identification with the past.

Westerns, moreover, incorporate certain moral values which are understood in all cultures. Superficially, they are all gunplay and noise. But the horse pounding across the prairie dust is carrying a hero who eternally fights "the slings and arrows of outrageous fortune." Heroism has an element of purity about it which is uplifting. A sophisticated world laughs at the knight in shining armor riding on a white horse. Nevertheless, something deep within us responds to pure heroism.

WESTERNS ARE MORALITY PLAYS

One might almost compare the western with the morality plays developed in many lands. In the morality play, pure virtue is extolled and some of this virtue rubs off on an audience waiting to be reminded that these are the only worthwhile and eternal moral values. The response to a morality play is something close to a religious experience and the response to a western embodies many of these qualities in a more remote and indirect way.

Because life today is inordinately complex, people feel a sense of frustration and hopelessness when they consider the problems of their world. The atomic age promises both plenty and destruction beyond comprehension. And nowhere, it seems, does the individual share in the shaping of the future.

In contrast to atomic weapons and world war, the western offers man-to-man fighting with guns or even with fists. Watching a western, a man can identify himself with the hero. He can forget, for a moment, the frustrations of a complicated society as he watches problems settled in a way that is just and understandable.

For women, westerns have still another appeal. Everywhere else in the world, at the time our West was being shaped, women were living in Victorian subjugation. They were completely under the thumbs of their husbands or fathers. They were mild, weak and passive. Western women, on the other hand, are hardy and physically enduring and they are actively fighting on the side of right. In westerns, women make decisions and share in the building of a good society. Here are the roots for woman's independent and responsible position in our nation today.

It is a human characteristic to seek orderliness—a reliable plan, a method of doing things. The housewife sets her house in order according to her own system of planning meals, cleaning and activities. A businessman sets his desk in order or maps out a production or a sales plan. Yet, life is never as orderly as we would like it to be. "The best laid schemes o' mice an' men gang aft a-gly."

In westerns, however, quite the opposite is true. The good people are rewarded and the bad people are punished. There are no loose ends left as our western hero rides off into the sunset. Watching a western drama gives the viewer a feeling of perfection and orderliness. It is very much like a good chess game or the solution of a mathematical equation. And the orderly completion of a western gives the viewer a feeling of security that life itself cannot offer.

The mood and the setting of a western provide us with many characteristics of the "good" life. There is an unsophisticated intimacy about the western. It makes us feel closer to the earth, closer to life.

The western is simple, direct. It is realistic in that it lacks the veneer of a more polished art. Because it is divorced from the urbanity and the sophistication of other types of entertainment, it necessarily holds its own niche in the entertainment world. Intellectualized critical standards do not apply to the western. In fact, its appeal is, in part, this very simplicity of plot and character which allows us to identify with an earlier and more primitive life—a life that was more real and somehow better than life today.

RITUALISTIC TRAPPINGS OF WESTERNS

Even the typical paraphernalia of a western—the cowboy hats and boots, the guns and horses, and even such typical activities as fast riding, hard drinking and pure romance—hold more than a superficial appeal for today's tv viewer. They offer a ritualistic framework within which certain deviations are allowable.

Both children and adults perform little rituals every day. They brush their teeth or their hair at certain specified times and for a certain number of strokes in a given direction. These rituals are far from unpleasant ordeals. They are reassuring links in the activities of a day which may well bring unforseen events, problems, frustrations.

In the same way, the ritual of a western links it to all other westerns in a manner that is pleasing because it is always the same. It is familiar and friendly. It is this way because it always was this way. To change it would be to destroy its accepted form.

Just because the western exists within a formalized framework, however, there is no reason to assume that it is a static art form. While all the psychological appeals outlined here are necessary attributes of the successful western, they need not be used in their simplest forms. And in fact, they are not. The western today is an evolving art form with a new name that implies the direction in which it is changing. The adult western is coming into its own. It is a western with more bona fide historic details. It is Wyatt Earp, based on the realism of the West. The hero has more depth than the western hero used to have. He is faced with real conflicts; he has decisions to make. He is less and less the stereotyped cowboy.

As western characters show their motivations, they reach a larger and more loyal audience which finds satisfaction in all the appeals a western has to offer, but can identify more closely with real people than with stereotypes.

Superficially, [westerns] are all gunplay and noise. But the horse pounding across the prairie dust is carrying a hero. . . . Heroism has an element of purity about it which is uplifting.

WHY DICHTER THINKS U.S. LIKES WESTERNS

In contrast to atomic weapons and world war, the western offers man-to-man fighting with guns or even with fists. Watching a western, a man can identify himself with the hero. He can forget, for a moment, the frustrations of a complicated society.

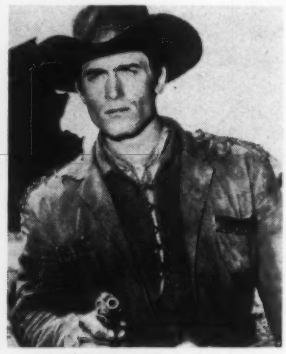
For women, westerns have still another appeal. . . . Western women are hardy and physically enduring, and they are actively fighting on the side of right.

There are no loose ends left as our western hero rides off into the sunset. . . . The orderly completion of a western provides the viewer with a feeling of security that life itself cannot offer.

THE RANGE IS AT HOME ON TV

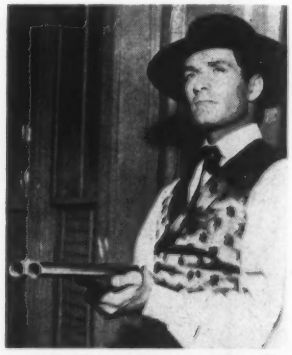
When it comes to betting on the popularity of western programming (see page 50), the tv networks are fast on the uptake. At least 10½ hours weekly of regularly scheduled nighttime shows this fall will be in this category, not to mention all the western episodes on general dramatic shows (*Studio One, Alcoa Hour*, etc.). The 11 programs represented on this page typify the stakes being bet by the three television networks in 1957-58.

CBS-TV's "GUNSMOKE"

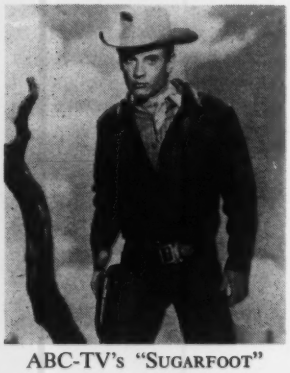


ABC-TV's "CHEYENNE"

CBS-TV's "HAVE GUN . . ."

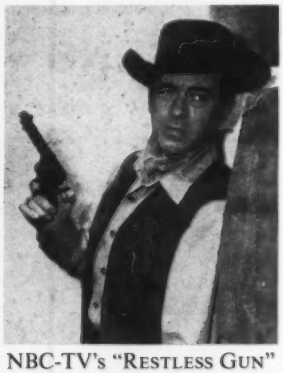


ABC-TV's "WYATT EARP"

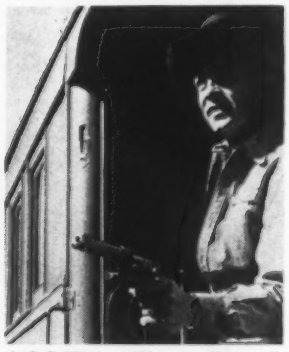


ABC-TV's "SUGARFOOT"

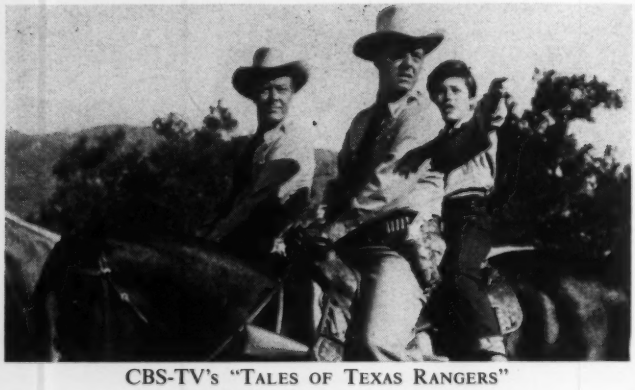
ABC-TV's "MAVERICK"



NBC-TV's "RESTLESS GUN"

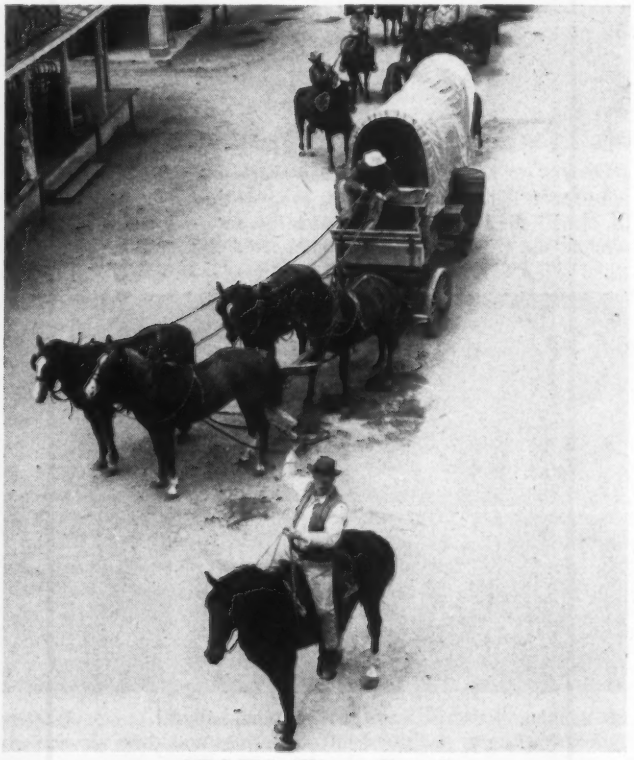


NBC-TV's "WELLS FARGO"



CBS-TV's "TALES OF TEXAS RANGERS"

CBS-TV's "LONE RANGER"



NBC-TV's "WAGON TRAIN"

NBC Radio, Tv Affiliates To Meet in N. Y. Sept. 11-13

Plans for a three-day meeting of executives of its radio and television affiliates [CLOSED CIRCUIT, Aug. 5] were formally announced by NBC last week. The sessions will be held Sept. 11-13 at the Waldorf-Astoria in New York.

The tv stations' agenda calls for a workshop for optional affiliates Sept. 11, an NBC-TV Affiliates Executive Committee election of officers Sept. 12, a general meeting with NBC officials Sept. 13, and a special luncheon Sept. 13.

For radio affiliates the plans call for a closed session on Sept. 12 with election of new members of the NBC Radio Affiliates Executive Committee, followed by a joint meeting with NBC Radio Network officials.

Current officers and members of the NBC-TV Affiliates Executive Committee are Walter J. Damm of WTMJ-TV Milwaukee, chairman; Lawrence H. Rogers, WSAZ-TV Huntington, W. Va., vice chairman; Edwin K. Wheeler, WWJ-TV Detroit, secretary-treasurer; Ewing C. Kelly, KCRA-TV Sacramento, Calif.; Ralph Evans, WOC-TV Davenport, Iowa; John H. Dewitt Jr., WSM Nashville, Tenn.; Harold Essex, WSJS-TV Winston-Salem, N. C., and Joe H. Bryant, KCBD-TV Lubbock, Tex.

Members of the NBC Radio Affiliates Executive Committee are George W. Harvey, WFLA Tampa, chairman; David M. Baltimore, WBRE Wilkes-Barre, Pa.; Harold Grams, KSD St. Louis; Harold Hough, WBAP Fort Worth; G. Bennett Larson, KDYL Salt Lake City; Richard H. Mason, WPTF Raleigh; J. Leonard Reinsch, WSB Atlanta; William H. Rines, WCSH Portland, Me., and George Wagner, KFI Los Angeles.

KELO-TV Group Signs With CBS-TV

KELO-TV Sioux Falls, S. D., has signed a new primary affiliation contract with CBS-TV "to be effective at the conclusion of our NBC primary agreement," it was announced last week by Joe Floyd, president of KELO-TV. He said the NBC contract expires Nov. 15 but may be terminated sooner "by mutual agreement." KELO-TV carries ABC-TV, CBS-TV and NBC-TV programs and has two satellites, KDLO-TV Florence and KPLO-TV Reliance, both S. D. Mr. Floyd has submitted his resignation to the NBC-TV Affiliates Advisory Board.

WOKO Albany Joins American

WOKO Albany becomes an American Broadcasting Network affiliate today (Monday), according to an announcement last week by Howard B. Hayes, vice president and general manager of the station, and Edward J. DeGray, vice president in charge of station relations for the network. This gives ABN a total of 315 affiliates. WOKO is owned and operated by Governor Dongan Broadcasting Corp. It operates with 5 kw on 1460 kc.

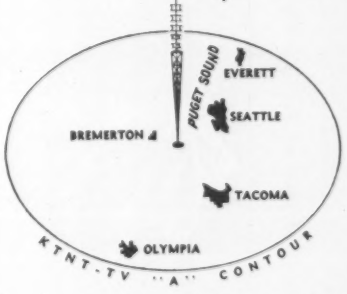
favorite
"PIN-UP"
of kids
in the SEATTLE - TACOMA AREA

Youngsters in the Puget Sound area will tell you that Brakeman Bill is their favorite TV hero of all time. He MC's "Cartoon Special", a live-and-film late afternoon show, consistently one of the top-rated local kid shows in the Seattle-Tacoma-Puget Sound market.

Featured are such popular cartoon movies as Warner Bros. Merrie Melodies, Looney Tunes and Terry Tunes. Popeye, Bugs Bunny, Porky Pig, Tweety-and-Sylvester, Elmer Fudd and Daffy Duck are just a few of the laughable characters appearing on "Cartoon Special".

By the liberal use of toy trains, contests, give-aways and personal appearances, this show KEEPS its audiences day after day.... SELLS day after day.

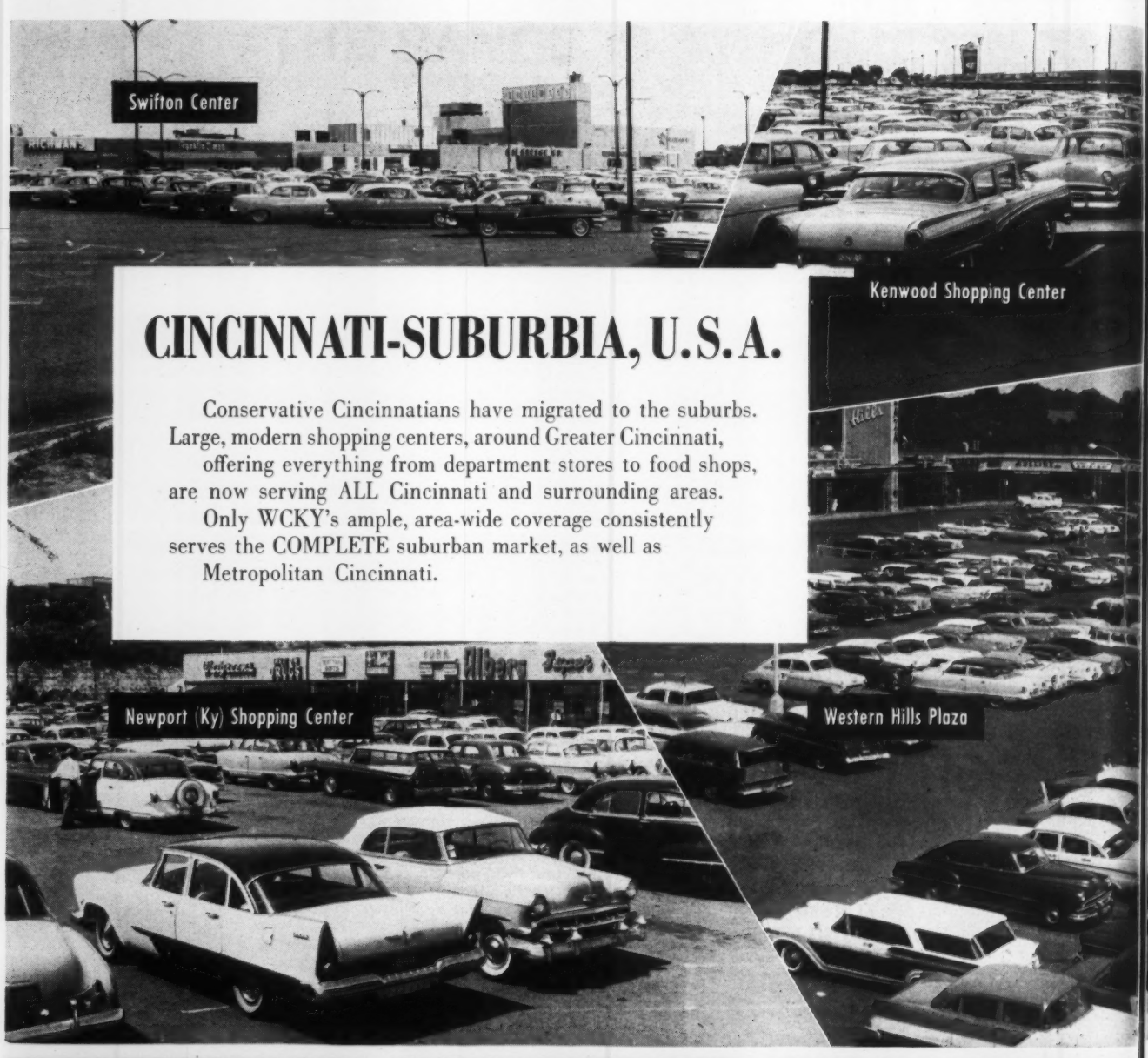
IN THE PUGET SOUND AREA
Only KTNT-TV *Covers all Five*



Of all Puget Sound TV stations, only KTNT-TV contains these five major cities in its "A" contour: Seattle, Tacoma, Olympia, Everett, Bremerton. SEND FOR THE COMPLETE STORY

KTNT TV
Channel 11 316,000 Watts

Tower located 7 miles from Seattle; 12 miles from Tacoma.
Represented by WEED TELEVISION.



CINCINNATI-SUBURBIA, U.S.A.

Conservative Cincinnatians have migrated to the suburbs. Large, modern shopping centers, around Greater Cincinnati, offering everything from department stores to food shops, are now serving ALL Cincinnati and surrounding areas.

Only WCKY's ample, area-wide coverage consistently serves the COMPLETE suburban market, as well as Metropolitan Cincinnati.

WCKY

. . . in their cars . . . in their homes . . . they listen to WCKY

Cincinnati's Most Powerful Independent Radio Station

50,000 watts of SALES POWER

On the Air everywhere 24 hours a day seven days a week

ONLY WCKY GIVES YOU ALL 4

★ Largest Audience ★ Lowest Cost per Thousand
★ Lowest Rates ★ 50,000 watts of SALES POWER

CINCINNATI, OHIO

THE *L.B. Wilson* STATION

L.B. Wilson INCORPORATED
WCKY
CINCINNATI

NEW YORK
Tom Welstead
Eastern Sales Mgr.
53 E. 51st St.
Phone: Eldorado 5-1127

CINCINNATI
C. H. "Top" Topmiller
WCKY Cincinnati
Phone: Cherry 1-6565

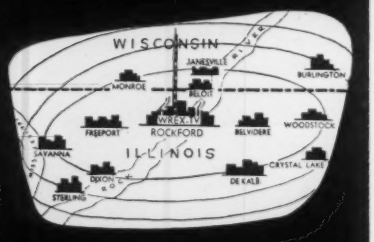
CHICAGO
A M Radio Sales
Jerry Glynn
400 N. Michigan Ave.
Phone: Mohawk 4-6555

SAN FRANCISCO
A M Radio Sales
Ken Carey
950 California St.
Phone: Garfield 1-0716

LOS ANGELES
A M Radio Sales
Bob Block
5939 Sunset Blvd.
Phone: Hollyw'd 5-0695

WCKY is your best buy!

BIG and still growing



ROCKFORD
Area of
market power!

New industries continue to come to Rockford . . . and companies already here continue to expand. That is why Rockford has become the NO. 1 City in Illinois (outside Chicago) . . . and a rich market for your products or services. Rockford is the 2nd largest machine tool center in the world . . . 34th in the USA in expendable income . . . 36th in buying power . . . and 13th in Postal Savings.

BIG and still growing

- Survey after Survey of 14 counties indicates Uncontested Dominance of Northern Illinois-Southern Wisconsin area by WREX-TV.
- Combined rural and industrial following . . . ideal for test campaigns.

WREX-TV
Tops in
sales power!

WREX-TV — "The Viewers' Choice" DELIVERS your message to the buyers in this rich industrial and agricultural market.
The consistent high quality in production, promotion and merchandising of both spots and programs has earned many major awards for WREX-TV this year! For the best medium to reach this Rockford area market consult H-R for the WREX-TV story.

J. M. BAISCH, General Manager
REPRESENTED BY H-R TELEVISION, INC.

WREX-TV
CHANNEL 13
ROCKFORD
ILLINOIS

ABN Creates Stations Dept.; Merges Sales Service, Clearance

Creation of a new stations department and merger of the sales service and station clearance departments were announced last week by American Broadcasting Network.

ABC President Robert Eastman said Edward J. DeGray, vice president in charge of station relations, assumes the new title of vice president in charge of stations and will head the stations department. The new department encompasses "all the former activities of the station relations department and in addition inaugurates a new concept in special services offered to an affiliate by a network," he explained.

Thomas C. Harrison, ABN vice president in charge of sales, announced that Betty Boucher, formerly head of station clearance, has been promoted to head of the merged sales service and station clearance departments. The merger seeks to effect greater efficiency in dealing with both stations and advertisers, he explained.

The station department "will be separate from regular network services provided," Mr. Eastman said, "and those assigned in various areas will work full-time with our facilities. In addition to Dale Moudy, who will join American as director of special station services, we will also have a station program executive, a station research specialist and a station exploitation specialist concentrating their entire efforts in the field." Mr. Moudy joins ABN Tuesday. He formerly was vice president and engineering director for the Storz stations [B•T, Aug. 19].

MR. DeGRAY

MISS BOUCHER

MBS Names Wagner, Others

Three MBS executive appointments were announced last week by Bertram J. Hauser, network executive vice president. Harold M. Wagner, night program director, has been named program director while Joseph F. Keating, executive producer, has been appointed manager of program operations. Henry R. Poster, formerly ABC research executive, has been named director of research and sales promotion.

MR. WAGNER

AMERICAN BROADCASTING NETWORK

SYMBOL of the American Broadcasting Network will be this trylon-shaped "A." The new insignia was designed by Hank Levinson of the network's Sales Development and Research Dept., and was picked from hundreds submitted by ABN employes. The network's agency, BBDO, selected the winning design.

WSM Signs With ABN; Station To Originate New Live Program

Signing of WSM Nashville, one of the pioneer clear-channel radio stations, as an affiliate of American Broadcasting Network was announced Friday by Edward J. DeGray, ABN vice president in charge of stations.

WSM presumably will continue as an NBC affiliate, too. Its affiliation with ABN becomes effective Oct. 7. Meanwhile, WSIX Nashville is ABN's outlet in that area under a contract which is said to run into January.

WSM will originate a new program announced by ABN last week in line with the network's new policy of presenting all-live musical programming. The new show, to start Oct. 7, is the hour-long *Jim Reeves Show* which will star the popular recording artist and also feature the Anita Kerr Singers, Owen Bradley's 16-piece orchestra, a female vocalist yet to be selected and guest stars. It will be carried at 1-2 p.m. Monday through Friday.

WSM, a 50-kw outlet on 650 kc, is owned by WSM Inc., a subsidiary of National Life & Accident Insurance Co. E. W. Craig is board chairman and John H. DeWitt Jr. is president of WSM Inc.

WKST-TV to Join ABC-TV

WKST-TV New Castle, Pa., will become a primary affiliate of ABC Television Network when the station goes on the air in October, according to S. W. Townsend, station president, and Alfred R. Beckman, vice president in charge of station relations for ABC-TV. WKST-TV will operate on ch. 45 in an all-uhf area covering Youngstown, Ohio, and New Castle. The station will have 200 kw effective radiated power with its transmitter and 638-foot tower located in Youngstown. WKST-TV is owned by Cathedral Broadcasting.

KVII-TV Amarillo also has signed as a primary affiliate of ABC-TV, according to Murry Woroner, president and general manager of the new station, and Mr. Beckman. KVII-TV, which will be in operation on ch. 7 before the end of the year, is owned and operated by Southwest States Inc. ABC-TV affiliates now total 216.

. . . but "if" it does, this warehouse and three strategically located stock-carrying branches are ready to serve you fast.

Indeed we hope the misfortune of fire, tornado, hurricane or disaster of any kind never darkens your doorstep. But it is nice to know there is a company ready to drop everything and move without delay when help is needed.

This new warehouse building of over 30,000 square feet is generously stocked with nearly every conceivable item of broadcasting equipment . . . transmitters of all powers, speech equipment, turntables, couplers, racks, tower chokes, loudspeakers, microphones — to make service "more than a claim", Gates is an order filler and not an order taker.

And the three regional stock-carrying branches may be even more convenient for you. They, too, are generously stocked to not only aid stations in distress but to provide regular daily "service in action" for the great industry of broadcasting.

Los Angeles, Calif.
Ph. — Hollywood 2-6351

Houston, Texas
Ph. — Capitol 8-8536

Atlanta, Ga.
Ph. — Trinity 6-0369

Quincy, Business Hours ..... Ph. — BAldwin 2-8202
Night, Holiday ..... Ph. — BAldwin 2-5088

GATES

GATES RADIO COMPANY, Quincy, Ill., U.S.A.

MANUFACTURING ENGINEERS SINCE 1922

ON THE RICH
Golden Spread

Amarillo, Capital of the Golden Spread, is growing and progressing with the best of the metropolitan markets in the great Southwest. Its population has increased over 76% since 1950.

- Effective buying income $254,444,000.
- Annual wages per family $6,541.
- Military payroll $24,000,000 annually including military and civilian employees.

Get in on the Big Buy on Big 4, Amarillo's **specialized** television station.

CONTACT ANY KATZ MAN

KGNC-TV
Channel 4
AMARILLO, TEXAS

GOVERNMENT

CONGRESS PASSES INDUSTRY BY IN SESSION'S MAJOR LEGISLATION

- **Broadcast bills sidetracked on both sides of Capitol**
- **Committees take hard look at Commission, networks**
- **Pay-see tv emerges as hot topic between Hill, FCC**

The first session of the Democratic-controlled 85th Congress has adjourned *sine die*, and not a single measure of importance was passed which affects the radio and television industry.

This is not to say that the industry was not prominent in the affairs of Congress, because it was. A potpourri of broadcast legislation was introduced, much of it of a major nature. The FCC was called to task by both Commerce Committees, the House Antitrust Subcommittee and various and sundry individual lawmakers. Strikingly similar reports blasting the network's "monoply," must buy and option time policies were released by both houses. Pay tv was, and remains, a hot issue between Congress and the FCC. Individual solons became concerned over plans of the military to demand more frequency space.

Heretofore-confidential information on network affiliation contracts and income was released by Congressional committees. The FCC marched to the Hill several times last March to answer House and Senate Commerce Committee questions on uhf-vhf situation, deintermixture, Craven plan, pay tv, leaks, 10% excise tax on uhf sets, plus other items.

Among Congressional committees active in radio-tv matters during the year were:

SENATE COMMERCE COMMITTEE

Headed by Sen. Warren Magnuson (D-Wash.), the Senate Commerce Committee, or one or more of its individual members, made news in broadcast affairs almost weekly. Its activity was capped by the release late in June [B•T, July 1] of the long-awaited [and dreaded in some circles] Cox report.

Authored by counsel Kenneth Cox, the report saw "monopoly" in the network's must buy and option time practices; hit concentration of power accruing to networks through their owned stations; urged the Justice Dept. to investigate alleged abuse of power by networks, and urged the FCC to make public all network affiliation contracts.

The report plainly showed the influence of Richard A. Moore, president of KTTV (TV) Los Angeles, who bitterly attacked the networks in testimony before the committee. It was issued only as a staff report and drew heavy criticism from minority members.

An earlier "draft" report by Mr. Cox had urged the FCC to authorize a "large scale test" of pay tv "at the earliest possible moment [B•T, Feb. 18]. This report was never adopted and several members of the committee have since expressed their opposition to pay tv. Sen. Strom Thurmond (D-S. C.) has introduced a bill which would prohibit toll tv.

The committee called the FCC to the Hill twice during March to answer questions of various members. Two of the major bills, in addition to Sen. Thurmond's pay tv measure, introduced by committee members were by Sen. Magnuson calling for federal aid to education and by Sen. Charles E. Potter (R-Mich.) calling for an investigation of the spectrum, with particular emphasis on military requirements. Rep. William Bray (R-Ind.) introduced a bill identical to Sen. Potter's in the House.

ANTITRUST SUBCOMMITTEE, HOUSE JUDICIARY

This committee, headed by Rep. Emanuel Celler (D-N. Y.), vied with the Senate Commerce Committee for the attention of broadcasters and the FCC. Based on hearings held in the summer and fall of 1956, the committee in June released its Celler report [B•T, June 10], which covered much the same ground as the soon-to-follow Cox report. It also called on a Justice Dept. investigation of advertising and network practices as well as giving the FCC a going-over for some of its policies and actions.

Following the hearings and before the report was published, the subcommittee released previously confidential NBC and CBS financial figures regarding network affiliation contracts and frequency discounts. At the request of ABC, the figures of that network were not released.

Following closely on the heels of the committee's report was an address by Rep. Celler before the Federal Communications Bar Assn. in Washington during which he bitterly attacked the Commission, warning that he would "stand for no nonsense" [B•T, June 24]. That same day, Rep. Celler

Strong Local plus
Top C. B. S. Shows make
KGVO 5,000 watts
MISSOULA, MONTANA
the preferred radio station
•
affiliated with **K•MSO-TV**
MOSBY'S, INC.

Planning a Radio Station?

You'll benefit by using this single source of equipment and experienced assistance

For your complete equipment package, for help in planning, and for technical service—RCA can give you everything you need. From RCA you can get a full line of equipment—from microphone to antenna—designed to fill the widest range of station requirements. The practical assistance of RCA station-trained engineers is available for complete planning of your installation. And through the facilities of RCA Service Company, Inc., you can get technical field service in strategic locations throughout the country.

One source for all your station requirements means faster service and delivery to meet your specialized needs . . . pre-releasing if necessary. By coming to RCA, all your sources are coordinated automatically—you don't have to make all these time-wasting arrangements yourself. You can get on-air faster . . . stay on-air longer . . . reduce costly off-air time. And the many benefits will be reflected in increased profits throughout your entire operation.

Or, for additional information write to RCA, Dept. FF-264, Building 15-1 Camden, N.J.

RCA . . . your first source of help in station planning

RADIO CORPORATION of AMERICA

Broadcast and Television Equipment • Camden, N. J.

In Canada: RCA VICTOR Company Limited, Montreal

Tmk(s) ®

Obviously OUTSTANDING...

"Come on in..."

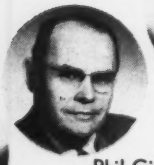
WMBD personalities have been the invited guests in Peoriarea homes for a long, long time. You get the best return from your advertising investment in Peoria by letting these well-known and time-honored radio personalities sell for you.

Milton Budd, 25 years

"Farmer" Bill, 23 years

Wayne West, 18 years

Bob Carlton, 15 years



Phil Gibson, 14 years

Mary Jayne, 14 years

FOR 30 YEARS . . . First IN THE HEART OF ILLINOIS

WMBD

PEORIA

CBS RADIO NETWORK • 5000 WATTS

Peters, Griffin, Woodward, Inc., Natl. Reps.

introduced a bill which would make all discount allowances by advertising media illegal.

The committee's Chairman Celler also is the author of a bill which would prohibit pay tv and has had several exchanges of correspondence with the FCC regarding the subject. The Commission maintains that it has the authority to authorize toll tv, while Rep. Celler and several other congressmen take the opposite view.

Making national headlines, the antitrust group held hearings this summer on several bills which would place professional team sports under the antitrust laws. Pay tv plans played a prominent role during the testimony of several witnesses, as did the role—a very major one—radio and free tv play in the financial successes of major league baseball teams and professional football teams. Figures showed that radio-tv revenue has been the difference between red and black ink on the majority of the team's ledgers.

HOUSE COMMERCE COMMITTEE

Biggest news made by this committee was the formation of the Legislative Oversight Subcommittee, organized with a $250,000 appropriation to investigate the federal regulatory agencies. Its chairman, Rep. Morgan Moulder (D-Mo.), has announced that the FCC will be the first independent agency to be investigated and hearings now are targeted for January. Rep. Moulder listed several Commission decisions and policies which his group will scrutinize, with the grant of ch. 5 in Boston to WHDH there and the NBC-Westinghouse Philadelphia-Cleveland swap high on the list.

Rep. Oren Harris (D-Ark.), chairman of the parent Commerce Committee, is an outspoken opponent of pay tv. He has expressed "amazement" toward the FCC's stand on this controversial subject, both verbally and in letters to the Commission. Rep. Harris also has joined with Sen. Magnuson in urging the House Ways & Means Committee to expedite action on several bills which would remove the 10% excise tax on all-channel tv receivers.

The committee also summoned the FCC for hearings during March, covering much the same ground as its Senate counterpart.

The committee lost its chief clerk for the past 36 years when Elton Layton resigned late in July [B•T, Aug. 5]. Mr. Layton had served under eight different chairmen, both Democratic and Republican and including House Speaker Sam Rayburn (D-Tex.).

HOUSE SELECT SMALL BUSINESS COMMITTEE

Chaired by Rep. Joe Evins (D-Tenn.), this committee issued an early January report [B•T, Jan. 7] charging "monopoly" in broadcasting and recommending that Congress consider legislation to remove the "centralized power of the Executive Branch" over federal regulatory agencies. It listed five measures designed to return control of agencies to Congress and followed hearings held during the 84th Congress [B•T, March 26, 1956]. The report also criticized the FCC, saying it fostered network monopoly of broadcasting.

The six Democrats on the committee agreed to the report but the five Republican minority members said they "cannot in good conscience agree. . . ." A preliminary draft was released the previous October [B•T, Oct. 22, 1956] in which Rep. Evins charged that there had been "unauthorized circulation" of the report by officials of NBC and CBS. This was promptly denied by CBS.

SENATE FOREIGN RELATIONS SUBCOMMITTEE

Under the chairmanship of Sen. J. W. Fulbright (D-Ark.), this Senate body held a fast one-hour hearing in July on ratification of the 1950 North American Regional Broadcast Agreement and the 1957 U. S.-Mexican radio treaty [B•T, July 15]. A strong protest was lodged by the Daytime Broadcasters Assn., which claimed the treaties discriminated against the daytimers. FCC Comr. Rosel H. Hyde, who headed the U. S. committee which negotiated the treaties, urged their adoption.

On the strength of the DBA testimony, given by Ray Livesay of WLBH Mattoon, Ill., and support of its stand by other Senators, no further Senate action was taken on the treaties and the hearing was adjourned "indefinitely."

INVESTIGATIONS SUBCOMMITTEE, SENATE GOVERNMENT OPERATIONS

Hearings were held by this group on "leaks" in federal regulatory agencies, principally the Civil Aeronautics Administration. As a result, the committee chairman, Sen. Henry Jackson (D-Wash.), introduced two bills making it a criminal offense to prematurely disclose decisions reached by agencies or for anyone to attempt to influence such decisions.

During the course of the hearings, George C. McConnaughey, then FCC chairman, testified that he had no objection to such legislation.

DAYTIME RADIO SUBCOMMITTEE, SENATE SMALL BUSINESS

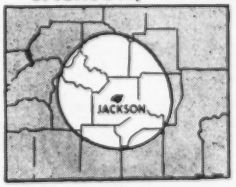
Looking into DBA complaints that the FCC has failed to take action on its request for longer and fixed hours for daytime stations, this committee under the chairmanship of Sen. Wayne Morse (D-Ore.) held two days of hearings late in April [B•T, April 29]. The DBA petition has been pending before the FCC for approximately four years.

FCC Comr. T. A. M. Craven told the subcommittee that the Commission has

WDXI-TV

JACKSON, TENNESSEE

Channel 7



Covering half million people in the mid-South

Represented by Venard, Rintoul & McConnell, Inc.

Breakfast Cereals are Low in Fat

At leading professional meetings, in professional journals, and in health columns and articles in the lay press during the year, there has been a noticeable increase in the tendency to discuss the fat content of the daily food intake.

In dietary regimens recommended by nutrition and medical authorities for the purpose of reducing fat in the diet the importance of the morning meal is given full recognition.

In the low-fat diet, breakfast cereals deserve consideration because they are low in fat as shown in the following table. Whole grain, enriched and restored cereals, hot and ready to eat, considered as a group can be counted on to supply vitamins of the entire B-complex, important minerals including iron, appreciable quantities of protein in addition to the carbohydrates needed for energy. Thus, breakfast cereals merit inclusion in dietary regimens planned for the purpose of reducing the fat intake in the daily diet.

Nutritive Value of Breakfast Cereals

(Based on composite average)

	Cereal,* 1 oz. Dry Weight Basis
Calories	104
Protein	3.1 gm.
Fat	0.6 gm.
Carbohydrate	22 gm.
Iron	1.4 mg.
Thiamine	0.12 mg.
Riboflavin	0.04 mg.
Niacin	1.3 mg.
Cholesterol	0

**Cereal Institute, Inc.: The Nutritional Contribution of Breakfast Cereals. Chicago: Cereal Institute, Inc., 1956.*

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seven different opinions on the daytimer's request and is at least six months away from a decision.

HOUSE UN-AMERICAN ACTIVITIES COMMITTEE

Rep. Francis Walter (D-Pa.), chairman of this group, made headlines when he televised hearings held in San Francisco in defiance of Speaker Rayburn's ban on radio-tv coverage of House proceedings [B•T, June 24]. The hearing was held in search of communists in the communications media. Following the outcry raised by Rep. Walter's action, several resolutions to permit radio-tv coverage of House hearings were introduced.

The following list shows all the bills affecting broadcasters introduced in the first session of the 85th Congress, their authors, and their disposition to date.

IN THE SENATE

S 167, Long (D-La.)—Authorize $7 excise tax credit on tv sets which receive all tv channels. In Finance Committee.

S 376, Bricker (R-Ohio)—Provide for FCC regulation of radio and tv networks. In Commerce Committee.

S Res 26, Pastore (D-R. I.) (introduced for Magnuson [D-Wash.]—Provide $250,000 (later reduced to $225,000) for Senate Interstate & Foreign Commerce Committee to conduct investigations, including continuance of probe of tv networks. Approved by Senate.

S 582, Langer (R-N. D.)—Prohibit advertising of alcoholic beverages in interstate commerce. In Commerce Committee.

S 1077, Mundt (R-S. D.)—To make Inauguration Day national holiday "so that the whole nation could turn out every four years to see the Presidential inauguration ceremonies" on tv. In Rules Committee.

S 1163, Monroney and Kerr (both D-Okla.)—To authorize and help maintain auxiliary network of amateur radio operators for military communications. In Commerce Committee.

S 1369, Magnuson (D-Wash.) Require that to receive equal broadcast time, political party must have received 4% of popular vote cast in preceding Presidential election, or obtain signatures of at least 1% of total vote. In Rules Committee.

S 1437, Gore (D-Tenn.)—Similar to S 1369 above. In Rules Committee.

S 1367, Magnuson (D-Wash.)—Prohibit broadcasting of horse and dog racing information in interstate commerce. In Commerce Committee.

S 1577, Potter (R-Mich.)—Repeal Sec. 309 (c) (protest provision) of Communications Act. In Commerce Committee.

S 921, Hennings (D-Mo.)—Prevent withholding of government information from public. In Senate Constitutional Rights Subcommittee.

S 1759, Magnuson (D-Wash.)—Identical to HR 3514. In Commerce Committee.

S 1874, Magnuson (D-Wash)—Identical to HR 6746. In Commerce Committee.

S 2119, Magnuson (D-Wash.)—Appropriate up to $1 million to each state for educational television. In Commerce Committee.

S 2268, Thurmond (D-S. C.)—Prohibit charging of fee to view television in homes. In Commerce Committee.

S J Res 106, Potter (R-Mich.)—Establish three-man commission to study use of radio spectrum. In Commerce Committee.

S Res 183, Bush (R-Conn.), for himself and several others—Prohibit introduction of guests from Senate gallery. Passed by Senate last week (see page 65).

S 426 and S 2150 (clean elections bill), Hennings (D-Mo.)and Green (D-R. I.)—Give broadcasters relief from libel and equal time provisions, increase legal amount of money which may be spent by political candidates. Reported favorably to Senate floor by Rules Committee [B•T, July 8].

S 2461, Jackson (D-Wash.)—Make unauthorized disclosure of federal agencies' decisions a crime. In Judiciary Committee.

S 2462, Jackson (D-Wash.)—Make attempts to influence "adjudication" by independent agencies a crime. In Judiciary Committee.

S 2834, Smathers (D-Fla.)—Divorce stations and networks from ownership in BMI and music recording companies. In Commerce Committee.

IN THE HOUSE

HR 365, O'Hara (R-Minn.) — Amend Communications Act to forbid ownership by one person or firm of more tv stations than will cover 25% of U. S. population. In Commerce Committee.

HR 2142, Celler (D-N. Y.)—Amend Sherman Antitrust Act by inserting "declaration of policy" to limit federal regulatory agencies, including FCC, from unduly expanding exemptions from the antitrust law. In Judiciary Committee.

HR 2141, Celler (D-N. Y.)—Exempt from income taxes all amounts recovered, in excess of damages sustained, from suits arising under the Clayton Act. In Ways & Means Committee.

HR 265, Keating (R-N. Y.)—Prohibit broadcasts of gambling or lottery information. In Commerce Committee.

HR 284, Keating (R-N. Y.)—Prohibit simultaneous broadcasting of horse racing on regular basis, allow broadcasts of such races only as special events, but allow broadcasts of one race per day on delayed basis. In Commerce Committee.

HR 369 and HR 370, O'Hara (R-Minn.)—Prohibit use of any but Standard Time throughout U. S. and make Standard measure of time for business in interstate and foreign commerce. In Commerce Committee.

HR 586, Celler (D-N. Y.)—Prohibit charging of fee to view television in homes. In Commerce Committee.

HR 1913, Berry (R-S. D.)—Require FCC to license tv boosters and vhf translators. In Commerce Committee.

HR 2013, Kearns (R-Pa.)—Reduce federal excise tax from 10% to 5% on tv sets capable of receiving 50 or more uhf channels. In Ways & Means Committee.

HR 2225, Magnuson (D-Wash.)—Identical to HR 1913 above. In Commerce Committee.

HR 2242, Steed (D-Okla.)—Authorize auxiliary network of "ham" radio operators for military purposes. In Commerce Committee.

H Res 26, Dollinger (D-N. Y.)—Authorize House Interstate & Foreign Commerce Committee to conduct investigation of "false, fradulent, misleading and deceptive advertising" on radio and tv. In Commerce Committee.

H Res 31 and H Res 32, Griffiths (D-Mich.)—Lift House ban on radio-tv coverage of chamber proceedings and committee hearings, respectively. In Rules Committee.

H Res 45, Lane (D-Mass.)—Proposed that House Judiciary Committee investigate boxing. (Judiciary Chairman Celler has announced plans to carry out such investigation this fall.) In Judiciary Committee.

HR 673, Hale (D-Me.)—Exempt hotels from having to pay royalties for radio and tv programs and phonograph records received in rooms. In Ways & Means Committee.

HR 4627 and HR 4835, Siler (R-Ky.)—Prohibit advertising of alcoholic beverages in interstate commerce. In Commerce Committee.

HR 3388, Horan (R-Wash.)—Identical to HR 1913 and HR 2225 above. In Commerce Committee.

HR 3514, Withrow (R-Wis.)—Increase license period of radio and tv stations from three to five years. In Commerce Committee.

HR 1068, Boggs (D-La.)—Increase amount of money national political committees may spend on election from $3 million to $10 million and restrict state committees to $1 million. In Rules Committee.

HR 3629, Hiestand (R-Calif.)—Prohibit labor unions from contributing money to political candidates and increase from $3 million to $12 million amount national political committees could spend during election year. In Rules Committee.

HR 4146, Udall (D-Ariz.)—Increase from $3 million to over $12 million amount of money national committees may spend in Presidential election years. In Rules Committee.

HR 4571, Heselton (R-Mass.)—Give FCC authority to limit proportion of commercial time to program time on radio and tv stations. In Commerce Committee.

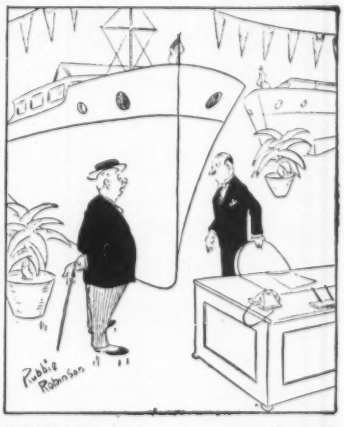
HR 4816, O'Hara (R-Minn.)—Repeal Sec. 309 (c) of Communications Act (protest provision). In Commerce Committee.

HR 5045, Dorn (R-N. Y.)—Amend Communications Act to increase penalty for transmitting false distress signals. In Commerce Committee.

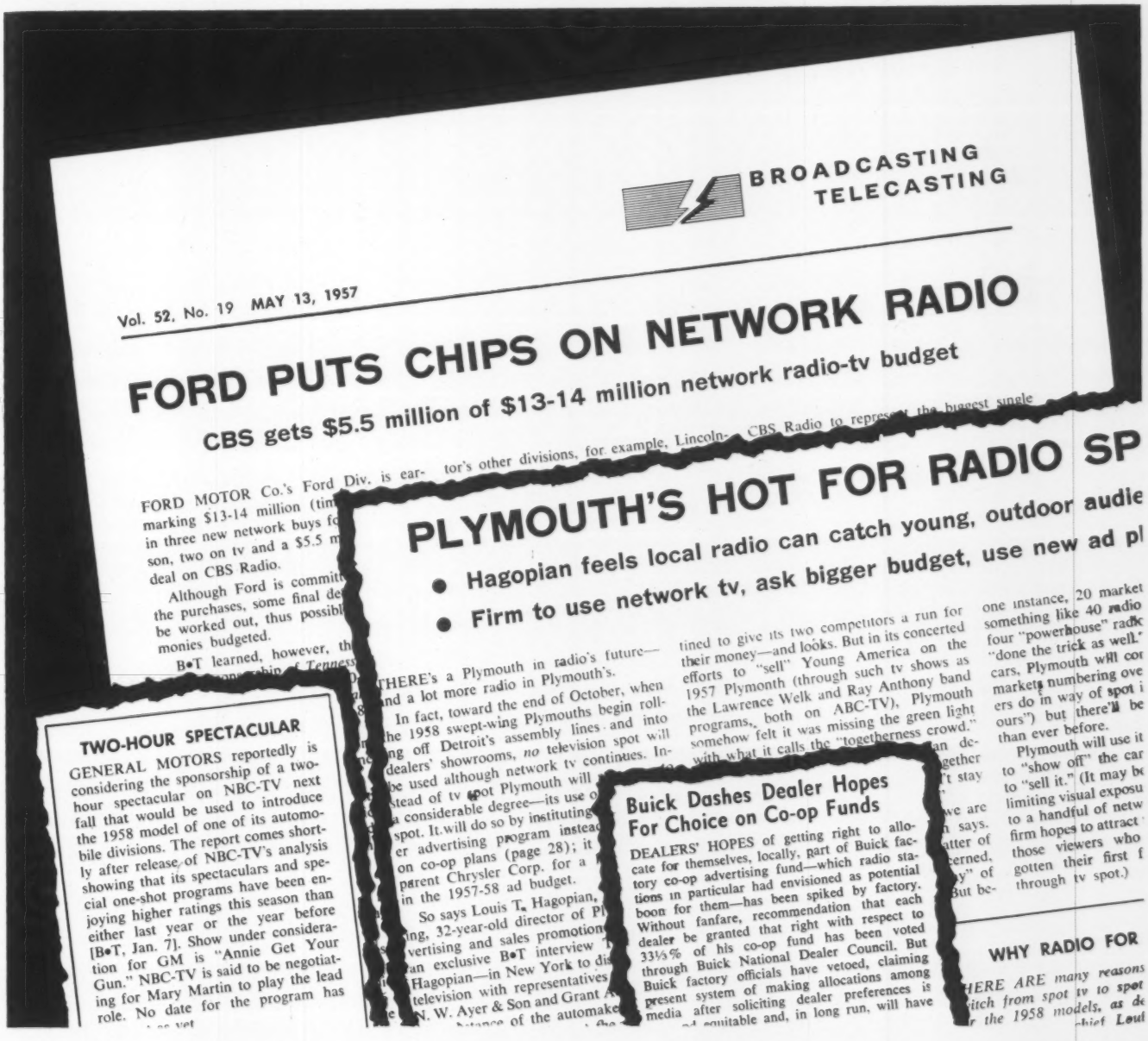
HR 5935, Harris (D-Ark.)—Identical to HR 3514. In Commerce Committee.

HR 5771, Staggers (D-W. Va.)—Identical to HR 369. In Commerce Committee.

HR 6070—Independent agencies appropriations



"KRIZ Phoenix says you do gift wrapping."



BROADCASTING TELECASTING

Vol. 52, No. 19 MAY 13, 1957

FORD PUTS CHIPS ON NETWORK RADIO

CBS gets $5.5 million of $13-14 million network radio-tv budget

FORD MOTOR Co.'s Ford Div. is ear- tor's other divisions, for example, Lincoln- CBS Radio to represent the biggest single marking $13-14 million (tim in three new network buys fo son, two on tv and a $5.5 m deal on CBS Radio.

Although Ford is committ the purchases, some final de be worked out, thus possibl monies budgeted.

B•T learned, however, th

PLYMOUTH'S HOT FOR RADIO SP

- Hagopian feels local radio can catch young, outdoor audie
- Firm to use network tv, ask bigger budget, use new ad pl

THERE's a Plymouth in radio's future— and a lot more radio in Plymouth's.

In fact, toward the end of October, when the 1958 swept-wing Plymouths begin rolling off Detroit's assembly lines and into dealers' showrooms, *no* television spot will be used although network tv continues. Instead of tv spot Plymouth will a considerable degree—its use o spot. It will do so by instituting er advertising program instead on co-op plans (page 28); it parent Chrysler Corp. for a in the 1957-58 ad budget.

So says Louis T. Hagopian, ing, 32-year-old director of Pl vertising and sales promotion an exclusive B•T interview Hagopian—in New York to dis television with representatives N. W. Ayer & Son and Grant A

tined to give its two competitors a run for their money—and looks. But in its concerted efforts to "sell" Young America on the 1957 Plymouth (through such tv shows as the Lawrence Welk and Ray Anthony band programs, both on ABC-TV), Plymouth somehow felt it was missing the green light with what it calls the "togetherness crowd."

one instance, 20 market something like 40 radio four "powerhouse" radio "done the trick as well." cars, Plymouth will cor markets numbering ove ers do in way of spot t ours") but there'll be than ever before.

Plymouth will use it to "show off" the car to "sell it." (It may be limiting visual exposu to a handful of netw firm hopes to attract those viewers who gotten their first f through tv spot.)

TWO-HOUR SPECTACULAR

GENERAL MOTORS reportedly is considering the sponsorship of a two-hour spectacular on NBC-TV next fall that would be used to introduce the 1958 model of one of its automobile divisions. The report comes shortly after release of NBC-TV's analysis showing that its spectaculars and special one-shot programs have been enjoying higher ratings this season than either last year or the year before [B•T, Jan. 7]. Show under consideration for GM is "Annie Get Your Gun." NBC-TV is said to be negotiating for Mary Martin to play the lead role. No date for the program has

Buick Dashes Dealer Hopes For Choice on Co-op Funds

DEALERS' HOPES of getting right to allocate for themselves, locally, part of Buick factory co-op advertising fund—which radio stations in particular had envisioned as potential boon for them—has been spiked by factory. Without fanfare, recommendation that each dealer be granted that right with respect to 33⅓% of his co-op fund has been voted through Buick National Dealer Council. But Buick factory officials have vetoed, claiming present system of making allocations among media after soliciting dealer preferences is

WHY RADIO FOR

HERE ARE many reasons witch from spot tv to spot r the 1958 models, as de hief Loud

This 100 Million Dollar Decision Affects You!

You've read about it—right here in the pages of B-T magazine. The old co-op advertising program has been abandoned by the auto industry. Factory executives now have the final say on where, when, and how, the $100 million radio-TV pot will be split.

These decisions are being made now. They involve a greater number of men than your representatives can cover on a personal basis. Men who *can* be influenced if you act quickly.

Here's how: These men, who are now stronger in the buying picture, control this huge expenditure on radio-TV. They also have one thing in common. They are all automobile men. This means that you can tell them—and their agencies—your selling story quickly and economically, through a *single* national trade publication, their own AUTOMOTIVE NEWS.

Ask your own Detroit representative. He'll agree that AUTOMOTIVE NEWS reaches the men he must sell—and reaches them *first*. Here's why. AUTOMOTIVE NEWS—and AUTOMOTIVE NEWS alone—gathers, sorts, edits and interprets the vital happenings of the dynamic auto industry every week. To deliver this news—while it still *is* news to 44,000 paid subscribers* (some 150,000 readers) is the job of 14 full-time editors and 106 correspondents.

Find out how AUTOMOTIVE NEWS can carry your message to this influential group of automotive executives and their advertising agencies. But don't delay—the decision must be made soon. Get in touch with your nearby AUTOMOTIVE NEWS representative today.

* *86 percent of whom annually renew their subscriptions at the regular $8 rate. They're offered no premiums, cut-rates or special inducements.*

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ENGINEERING MANUFACTURING MERCHANDISING SERVICING
Dealers Ready for Spring Market . . .
New-Car Stocks Rise to 729,000

bill, giving FCC $8.3 million for fiscal 1958; FTC $5.95 million. Passed by both houses and signed by President [B•T, July 8].

HR 6430, Tewes (R-Wis.)—Identical to HR 3514 and HR 5935. In Commerce Committee.

H Con Res 153, Celler (D-N. Y.)—Express Congressional intent that State Dept. should grant passport for foreign countries to any duly-accredited newsman assigned abroad by his employer. In Foreign Relations Committee.

HR 277, Keating (R-N. Y.)—Establish three-year statute of limitations for copyright infringement. Passed by House in March, Senate last week, sent to White House.

HR 6914, Curtis (R-Mass.)—Relates to actions for infringements of copyrights by U. S. In Judiciary Committee.

HR 8419 Nimtz (R-Ind.)—Identical to HR 6914 above. In Judiciary Committee.

H Res 191, Harris (D-Ark.)—Appropriate $250,000 to House Legislative Oversight Subcommittee, headed by Moulder (D-Mo.), to conduct study of FCC and other regulatory agencies. Passed by 225 to 143 vote in April.

HR 6746, Harris (D-Ark.)—Require broadcast stations to maintain abandoned towers. In Commerce Committee.

HR 7173, Moss (D-Calif.) — Require federal agencies to make information available to Congress and public. In Judiciary Committee.

HR 7174, Fascell (D-Fla.)—Identical to HR 7173 above. In Judiciary Committee.

HR 8277, Celler (D-N. Y.)—Prohibit all frequency discounts to advertisers by placing "independent contractors" under provisions of Clayton Act. In Judiciary Committee.

H J Res 381, Bray (R-Ind.)—Identical to S J Res 106. In Commerce Committee.

HR 9538, Vanick (D-Ohio)—Direct FCC to charge annual fees for its services. In Commerce Committee.

H Res 282, Scott (R-Pa.)—Identical to HR 32 above. In Rules Committee.

H Res 285, Meader (R-Mich.)—Identical to HR 32 above. In Rules Committee.

HR 8381, Mills (D-Ark.)—Tighten FCC policy in granting tax relief certificates on station purchases. Reported favorably by Ways & Means Committee.

HR 8675, Ikard (D-Tex.)—Eliminate 10% excise tax on all-channel tv receivers. In Ways & Means Committee.

HR 8860, Boland (D-Mass.)—Identical to HR 8675 above. In Ways & Means Committee.

HR 8924, Coad (R-Iowa)—Identical to HR 8675 above. In Ways & Means Committee.

HR 8953, Kearns (R-Pa.)Identical to HR 8675 above. In Ways & Means Committee.

HR 9115, Chelf (D-Ky.)—Prevent "unauthorized censorship" of songs by stations and networks. In Commerce Committee.

HR 9169, Sikes (D-Fla.)—Identical to HR 9115 above. In Commerce Committee.

HR 9325, Herlong Jr. (D-Fla.)—Identical to HR 9115 above. In Commerce Committee.

HR 9346, Matthews (D-Fla.)—Identical to HR 9115 above. In Commerce Committee.

HR 9408, Dorn (D-S. C.)—Identical to HR 9115 above. In Commerce Committee.

Vanik Bill Again Proposes Charges for FCC Services

The question of whether or not the FCC should charge fees for its services popped up again last week in Congress when Rep. Charles A. Vanik (D-Ohio) introduced a bill directing the Commission to set up a schedule of annual fees.

Such fees charged station owners would be "fair and equitable," Rep. Vanik said, and would be payable upon issuance of a broadcast license, upon renewal or at any other time determined by the Commission.

During the first session of the 83rd Congress in 1953, the Budget Bureau directed independent agencies to put their licensing activities on a "pay-as-you-go basis" and the question has arisen sporadically ever since. In March 1954, the Communications Subcommittee of the Senate Commerce Committee (under Sen. Charles E. Potter [D-Mich.]) held hearings on a bill introduced by Sen. Edwin C. Johnson (D-Colo.) authorizing the FCC to charge a "nominal fee for station applications, permits and licenses." Sen. Johnson is a former chairman of the Committee and later became governor of Colorado. At that time, the FCC had recommended a flat $325 fee per station.

The question was touched on lightly during hearings last March before the Senate Commerce Committee.

More Southern Congressmen File Anti-censorship Bills

Three southern Democratic congressmen —A. Sydney Herlong Jr. (Fla.), Donald Ray (Billy) Matthews (Fla.) and William J. Dorn (S. C.)—have added their names to the growing list of lawmakers who would prohibit any change in the words of folk songs. All three introduced bills which would prevent "unauthorized censorship by broadcasting, television, telephone, telegraph and similar companies, or networks, of songs, tunes, words, lyrics and other material and things. . . ."

The bills, identical to measures introduced by Rep. Frank Chelf (D-Ky.) and Rep. Robert Sikes (D-Fla.) [B•T, Aug. 12], refer primarily to the network's practice of changing certain words in Stephen Foster songs. They provide for fines and imprisonment of violators.

In introducing his legislation, Rep. Dorn said, "There is mounting resentment throughout America against the shocking censorship by the major networks of the songs of Stephen C. Foster. . . . It strikes at the very fundamentals of our American philosophy—freedom of speech, freedom of religion and freedom of the press." He also expressed concern over the "censorship" and deletion of folk songs from music books taught in the public schools.

In support of his bill, Rep. Matthews declared: "I cannot understand why the words of Stephen C. Foster, a dead author, have been changed. His words were carefully selected. He wanted to pay tribute to the songs and people of his time. He wanted particularly to pay tribute to the folk songs of the Negro. These songs are one of the great traditions of America, and I think it is improper censorship to change the words of these songs. . . ."

Contempt Charge Recommended

The House Un-American Activities Committee, under Chairman Francis Walter (D-Pa.), has recommended contempt of Congress prosecution of two broadcasting people: Louis Earl Hartman, KCBS-AM-FM San Francisco announcer, and Frank Grumman, Fort Lee, N. J., an RCA radio operator. The committee said the two refused to answer questions on alleged communist associations.

Mr. Hartman appeared before the Committee in San Francisco, in June, where Chairman Walter defied House Speaker Sam Rayburn (D-Tex.) by televising hearings [B•T, June 24].

THURMOND RENEWS PAY TV ATTACK

Sen. Strom Thurmond (D-S. C.) took advantage of an attack on pay tv delivered Aug. 23 by Sen. Charles E. Potter (R-Mich.) [B•T, Aug. 26] to make a new appeal for support of his bill (S 2268) which would prohibit the charging of a fee to view tv in the home. Also stating their opposition to pay tv during Sen. Potter's speech were Sens. Frank J. Lausche (D-Ohio) and Spessard L. Holland (D-Fla.).

"In my opinion this is a subject which millions of Americans would be much more interested in if they fully realized the implications . . ." Sen. Thurmond stated on the Senate floor. "I do not believe that these millions of Americans who own tv sets in their homes want to wake up one morning and find that a new expense has been imposed upon them in the form of charges for certain television service which is now free."

Sen. Thurmond, who made history last Wednesday and Thursday in his record-breaking filibuster of the civil rights bill, said he took issue only with Sen. Potter's statement that "only the courts finally could decide" whether the FCC has jurisdiction over pay tv. "The fact that the senator from Michigan expresses any doubt as to where the jurisdiction in this matter lies is sufficient evidence to me that legislation is needed on the subject of pay television," Sen. Thurmond stated.

He said it would not be in the public interest for the FCC to authorize a pay tv test "when there is doubt as to where jurisdiction lies in this matter. I do believe it is incumbent on the Congress to take action in this situation and pass legislation which will clearly define the authority of the Commission and to prohibit the charging of a fee to view telecasts in the home."

Sen. Thurmond earlier had stated that he will press for hearings on his bill, introduced last June [B•T, June 17], when Congress reconvenes next January. Rep. Emanuel Celler (D-N. Y.) has introduced an identical bill in the House.

Sen. Lausche pointed out that pay tv would involve two additional costs to the set owner: "One would be the cost for buying the gadgets necessary to unscramble the mixed up waves, or whatever they are, and the second would be the fee for the specific program." The Ohio senator said that "in my judgement, if the pilot test authorization is given, the nose of the camel will be in the tent and that will be a victory so great that free service of television will be on the way to an end."

"It [toll tv] would practically assure the destruction of most of the motion picture industry," Sen. Holland stated. "I hope the FCC will not even seriously consider permitting such a revolution . . . because of the drying up of sources of communication to many people by pre-empting, for private development, some of the few and highly valuable channels which are available for television."

Sens. Thurmond, Lausche and Potter all are members of the Senate Commerce Committee.

SENATE BILL IS MUSIC TO ASCAP

- **Members support move to oust broadcasters from BMI**
- **Sinatra unleashes blast at networks, Mitch Miller**

ASCAP composers and performers were quick to hop on the bandwagon started by Sen. George A. Smathers (D-Fla.), who a fortnight ago introduced a bill (S 2834) designed to force broadcasters out of BMI and the music recording industry [B•T, Aug. 26].

Sen. Smathers has received an "overwhelming response" in the form of wires and letters from such prominent names as Frank Sinatra, Eddie Cantor, Ira Gershwin, Tony Martin, Hoagy Carmichael and many others. Except for letters from independent radio stations in Texas and Georgia and a protest from Florida stations, all the correspondence expressed unqualified approval of the bill.

ASCAP repeatedly has charged that its songs have been forced off the airlanes by the networks in favor of BMI songs. The result, ASCAP says, is that its composers cannot get their songs published and radio-tv is flooded with "trash."

The Sinatra wire, which accused the networks of "skullduggery," was released by the Washington office of the Songwriters Protective Assn., whose members also are principally ASCAP members. Mr. Sinatra charged that Mitch Miller, "the man who decides which songs are recorded by Columbia Records, admitted under oath recently that he took large sums of money from writers whose songs he recorded. Here are Miller's exact words: 'Bob Merrill [a songwriter] would bring all the songs to me first. After the songs were a hit, I got a check from his royalties to me. It amounted to $5,000 or $6,000—different checks. These recent songs I received compensation on where "Mambo Italiano" and "Make Yourself Comfortable." I would say about $4,000'."

Mr. Sinatra told Sen. Smathers that "when your bill becomes law, things like this Miller situation will no longer be possible. Until then, the tie-up of recording companies to the networks will continue to be unhealthy. Until then, the American audience will have to put up with the songs which the broadcasters allow to be heard—masterpieces like 'Hound Dog,' 'Bebop-A-Lulu' and 'All Shook Up'."

In New York, Mr. Miller of CBS' Columbia Records, said that the testimony referred to by Mr. Sinatra took place more than a year ago when he appeared as a witness in a law suit. "I am not a party to that suit and the matters involved in it will not be resolved by an exchange of telegrams between Mr. Sinatra and myself. I should like merely to point out that Mr. Sinatra has taken isolated portions of my testimony and has put them together in a manner which distorts completely the nature of my testimony," Mr. Miller charged.

The Sinatra-Miller feud first came into the open a year ago [B•T, Sept. 24, 1956] during New York hearings held by the Celler Antitrust Subcommittee.

Sen. Smathers stressed last week that his bill has "nothing whatsoever to do with that suit [the $150 million damage suit brought by ASCAP against BMI]." He said he believes network ownership in BMI and record companies forms an "obvious monopoly situation," and plans to press for hearings by the Senate Commerce Committee to determine if the present situation "is or is not good for the general public."

He stated that he does not know anyone connected with ASCAP or BMI and is not the least bit interested in their private squabble.

In essence, the other wires and letters received by Sen. Smathers (except those from the radio stations) congratulated him on his "courage and leadership" in introducing the bill. Such a law, they felt, is necessary, and urged the senator to press for early hearings because the music presently being played on radio and tv stations is "low grade." The unnamed radio stations, while not openly opposing the proposal, questioned whether or not it is necessary.

The three tv networks, who would be most affected by it all, have declined to comment on Sen. Smathers' bill.

Not mentioned in Mr. Sinatra's telegram is the fact that Mr. Merrill is an ASCAP member and "Mambo Italiano" and "Make Yourself Comfortable" are ASCAP songs.

NO SIDE SHOWS

One avenue for personal appearances by radio-tv and movie personalities was closed last week when the Senate adopted S Res 183, which forbids the introduction of guests in the gallery of the Senate chamber. Among the last tv stars to get such an introduction were Jerry Lewis, Jimmy Durante and Arthur Godfrey. The House has had such a rule for some time. S Res 183 was introduced by Sen. Prescott Bush (R-Conn.) for himself and several other Senators.

U. S.-China Coverage Stalemated

With Red China acting the role of the hesitant bridegroom, American newsmen authorized to enter China by the State Dept. literally are waiting at the altar. Of the 24 authorized by the State Dept., 12 are cooling their heels in Hong Kong, sitting out the stalemate brought on by Peiping's demand for reciprocal U. S. admission of Chinese reporters.

Originally, the State Dept. rejected the Chinese demand for reciprocity. Now, Secretary of State John Foster Dulles has said the U. S. will consider admitting a communist Chinese reporter if one applies for a visa. But he made it clear the U. S. has no intention of admitting Chinese newsmen on a reciprocal basis.

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FORD SWORN IN AS FCC MEMBER

After almost two months as a six-man group, the FCC became its full-strength, seven-man organization last week when Frederick W. Ford, a former FCC staff attorney, was sworn in as an FCC member. The ceremony took place before an overflow audience of high government officials, friends and FCC officials in the FCC's hearing room in the New Post Office Building in Washington.

Mr. Ford, 47, was named July 2 by President Eisenhower to succeed George C. McConnaughey. He was confirmed by the Senate on Aug. 5. His term runs to June 30, 1963. Mr. McConnaughey retired as FCC commissioner (and as chairman) June 30.

U. S. District Judge John J. Sirica administered the oath of office, attended by four of the FCC commissioners who were in Washington. They were Chairman John C. Doerfer and Comrs. Robert E. Lee, Robert T. Bartley and Richard A. Mack. Comrs. Rosel H. Hyde and T. A. M. Craven are vacationing. Judge Sirica formerly practiced law, including radio law, with the Washington law firm of Hogan & Hartson.

In the audience, numbering over 100, were Mrs. Ford and their daughter Mary Carter, 12. Also present were White House aides Wilton D. Persons, deputy assistant to the President; Gerald D. Morgan, special counsel to the President; Maxwell M. Rabb, secretary to the Cabinet; Sen. Chapman Revercomb (R-W. Va.); Assistant Attorney General Victor R. Hansen, and former FCC Comrs. Edward M. Webster and Robert F. Jones.

Following the swearing-in ceremonies, Mr. Ford said he planned to take a vacation to visit his 86-year-old mother in Beckley, W. Va., and plans to return to Washington by Sept. 16.

Mr. Ford, who served from 1947 to 1953 as an attorney in the FCC's legal department, returns to the FCC from the Department of Justice where he was Assistant Deputy Attorney General, serving under Deputy Attorney General William P. Rogers, in charge of Congressional liaison. During his FCC career, Mr. Ford served in the hearing and review sections, the special legal and technical group, and the general counsel's office. In 1950 he was named a trial attorney and in 1951 was chosen to be the first chief of the Hearing Division of the newly formed Broadcast Division.

Mr. Ford was born in Bluefield, W. Va., Sept 17, 1909. He was graduated from West Virginia U. in 1931, and its law school in 1934. He practiced law in Clarksburg, W. Va., from 1934 to 1939, when he joined the Federal Security Agency. In 1942 he transferred to the Office of Price Administration, becoming a hearing commissioner after the end of World War II. Mr. Ford served in the Air Force during the war, attaining the rank of major.

Mr. Ford conducted two of the most important FCC cases in recent years. He was Commission counsel in the bitter and controversial Richards case, and also was Commission counsel in the major ABC-United Paramount Theatres Inc. merger case.

A GOVERNMENT *career man—with six years at the FCC as an attorney—becomes an FCC commissioner. Frederick W. Ford (r) is shown talking the oath of office, last Thursday from U. S. District Judge John J. Sirica (l). Holding the Bible is FCC Chairman John C. Doerfer.*

The new Commissioner is a Republican, an Episcopalian, a member of the American Law Institute, Sigma Chi, Phi Delta Phi and Scabbard & Blade. He married Virginia Lee Carter in 1933.

FCC Urged to Reject Pay Tv In Resolution by VFW National

The Veterans of Foreign Wars has called on the FCC to reject proposals for broadcast pay tv. The strongly worded resolution was passed unanimously last week at the VFW's 58th National Encampment in Miami, Fla.

Commander-in-chief Cooper T. Holt, co-author of the resolution, said that the great mass of veterans, many in low income brackets, rely on tv as the chief form of family entertainment, and that pay tv would deprive them of this. "Many of the veterans have invested a great deal of money in television sets and upkeep . . . with the implied understanding that television would remain free," he said.

He expressed fear that if public service programming and announcements "were abolished, as would be the case under pay tv," it would cost the government millions of dollars each year, and the damage to national defense might be substantial. The Armed Forces reserve program, Mr. Holt said, is a success today primarily because it got eight million dollars worth of free television time to promote the reserves. He also cited defense dangers if the network system were destroyed.

The commander continued: "Millions of Americans to whom the air belongs do not want or cannot afford coin-box television. Major advertisers who now sponsor traditional tv entertainment, given without fee to the American public, would be forced to withdraw from tv as an advertising medium, since they would be unable to reach millions of homes during prime evening hours."

Senior Vice Commander-in-chief Richard L. Roudebush and Junior Vice Commander John W. Mahan also signed the resolution, which calls on the FCC to return the issue of pay tv to Congress with a recommendation that lawmakers do nothing to change "the traditional free system of radio-tv broadcasting in the United States."

Philco Move Attacked By NBC in Renewal Case

NBC last week branded Philco's protest against the license renewals of the network's WRCV-AM-TV Philadelphia [B•T, Aug. 19] as "Philco's most recent maneuver in its vendetta against RCA." It declared that the object of the protest is to use FCC procedures in Philco's $150 million antitrust suit against RCA.

NBC also charged Philco has no standing to protest the license renewals and that the issues raised by the Philadelphia manufacturer were not sufficiently specific. It asked the FCC to dismiss the protest and affirm the renewals. The Commission renewed the licenses of the two Philadelphia stations last July. In its protest last month Philco charged NBC's parent company, RCA, was unfit to hold a broadcast license.

NBC implied that because Philco revenues have declined, it is attempting to use RCA as a scapegoat. It claimed that the protest had been filed in bad faith and that Philco's charges—that NBC was using the stations to promote RCA—were false in that the instances cited were common industry practices, in which even Philco engaged when it owned the ch. 3 Philadelphia tv station.

Philco established the tv station in 1941 under the call letters WPTZ (TV). The station was sold to Westinghouse in 1953. NBC acquired the ch. 3 station plus WBC's KYW Philadelphia in 1955 in a transaction involving the exchange of NBC's Cleveland stations plus $3 million to Westinghouse. This transaction is the subject of a government antitrust suit against RCA-NBC; it is claimed that NBC "coerced" Westinghouse into making the exchange.

RCA's patent licensing practices also are under attack by the government in another antitrust suit. In addition to the Philco suit, Zenith Radio Corp., Chicago radio manufacturer, has also sued RCA on charges of patent monopoly.

New McConnaughey Law Firm

George C. McConnaughey, who resigned June 30 as FCC chairman, and his son, George Jr., have announced their partnership with David C. Stradley for the general practice of law under the firm name of McConnaughey, McConnaughey & Stradley, with offices at 50 West Broad St., Columbus 15, Ohio.

Mr. McConnaughey already is a partner of McConnaughey, Sutton & L'Heureux, Washington, D. C.

TAX RULING COST BEING TALLIED

A potential multi-million dollar tax bite has sent broadcast tax lawyers to their lawbooks and accountants to their ledgers.

Spur to this activity was the long-awaited ruling of the Internal Revenue Service last week disallowing a Westinghouse Broadcasting Co. claim for a five-year depreciation of a $5 million valuation on the network affiliation contract of what formerly was WPTZ (TV) Philadelphia [B•T, Aug. 26].

The IRS ruling was published for the first time in the Aug. 26 IRS *Bulletin*. It flatly held that no term could be placed on such an intangible asset as a network contract to permit a write-off.

[See text of IRS ruling on page 82.]

The impact of the ruling—if it stands—is twofold. The tax outlay may run into many millions, and the price of radio and tv stations may be depressed below recent high figures. An exact accounting is impossible, since tax returns are protected from public scrutiny. But——

- On the basis of WBC's claimed $5 million deduction for the NBC affiliation for WPTZ (now WRCV-TV), and assuming a 52% tax rate, WBC would pay an extra $2.6 million in taxes over the 5-year period.
- The Washington Post Co. has claimed a $900,000 deduction for the CBS affiliation of its WMBR-TV Jacksonville, Fla. The 52% tax in this case comes to $468,000.
- Time Inc. in its latest consolidated balance sheet for the six months ending June 30 carries a $15,084,700 item for broadcasting goodwill and network affiliations, although what portion of that is attributable to goodwill is unknown. Goodwill may not be amortized. Assuming Time had intended to deduct this item, and this is disallowed, it could cost $7,844,044.

Other major broadcast entities are known to have claimed—or intended to claim—the privilege of depreciating network affiliation contracts for periods ranging from two to eight years. Among these are J. H. Whitney & Co. (Corinthian stations), Transcontinent Television Corp., WKY Television System Inc., Triangle Publications, DuMont Broadcasting Co. and Crowell-Collier Publishing Co.

But beyond the major, multiple owners, the IRS decision is considered to affect in one way or another the bookkeeping of every network-affiliated broadcast station (radio and tv) in the country.

The immediate effect of the ruling is expected to show up in lessened prices for broadcast properties. In recent years, six-figure prices have been common for major market radio properties and seven-figure prices have been the practice for major market tv outlets.

It is the belief of brokers and others who have participated in such sales that a network affiliation counted for half of the purchase price in many of these transactions.

The IRS ruling also held that local and national spot contracts must be considered as goodwill, thus not subject to depreciation. The Service expressed no view on whether any portion of the excess of the purchase price of the broadcast station over the value of the tangible assets is properly allocable to the network affiliation contract, and whether a taxpayer sustains a deductible loss upon termination or cancellation of a network affiliation.

There is a general belief that the IRS ruling will be contested. A formal notice to Westinghouse, disallowing its claim for the right of network contract depreciation, is expected from IRS in several weeks. WBC then has 90 days to accede or to file court action.

Tax cases may be taken immediately, without payment of the contested sum, to the U. S. Tax Court. This comprises 16 judges and their decision may be appealed to the U. S. Court of Appeals and then to the U. S. Supreme Court. Alternate courses would require payment of the taxes and then suit for recovery. These suits may be filed in the U. S. District Court or in the U. S. Court of Claims. In the former case, appeals would have to move through the appellate courts to the Supreme Court. An appeal from the Court of Claims may go directly to the Supreme Court.

A possibility that the IRS may be persuaded to order a rehearing loomed last week, although no concrete steps were underway. This may be on petition by a number of industry taxpayers for what is known as an industry-wide hearing. This procedure has adherents among some of the larger companies affected by the ruling.

Basically, industry tax experts are convinced that the Revenue Service erred when it specified that a network contract cannot be given a life term.

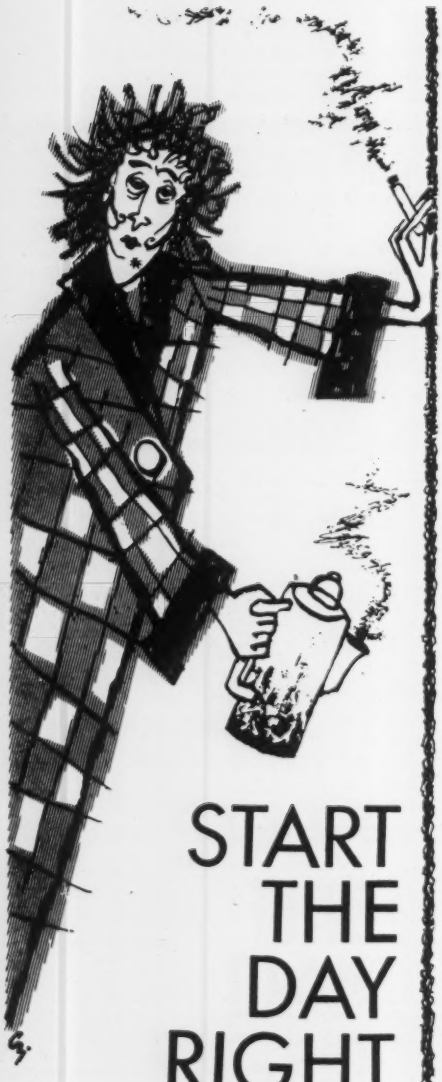
In its Aug. 26 ruling, the Revenue Service also declared that no valuation may be placed on the license to broadcast. This is part of a pending Tax Court case involving WBIR Knoxville, Tenn.

WBIR appealed an October 1955 IRS ruling that the $40,000 it spent in successfully prosecuting its tv application through a comparative hearing cannot be counted a business expense. The Service said the expense could be capitalized but could not be written off. WBIR claims that the expense was not only normal, but necessary. If, however, the tax court decides that this cannot be considered an ordinary business expense, WBIR asked that it be permitted to depreciate it over a three-year period, the normal life of a broadcast license. The case is expected to come up in Tax Court on the fall calendar.

NARTB Asks Additional Space For Broadcasting Services

NARTB asked the FCC last week to give the broadcasting services more and wider channels for remote pickup and auxiliary services.

In comments filed in the FCC's proposed reallocation of fixed, land mobile and mari-



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time mobile services in the 25-470-mc band, NARTB referred to the present broadcast bands in the 150-mc and 450-mc spectrum areas and emphasized the need for additional space. There are 2,291 such auxiliary broadcast stations in those bands, NARTB said, and the need is growing.

At present the broadcast services use 152.87-153.35 mc, and 455-456 mc (100-kc bandwidth channels). The FCC's proposal envisages retaining the 152-mc bands, proposes six new 30-kc channels at 161.645-161.825 mc and 20 new 50-kc channels at 450-451 mc in place of the ten 100-kc channels at 455-456 mc. NARTB asked that this last be made into two bands of 10 channels each, separated by 5 mc.

Examiner Okays Bid Withdrawal In Missouri, But 'With Prejudice'

Acting Chief FCC Hearing Examiner Jay A. Kyle has granted Kirkwood Broadcasting Co., Kirkwood, Mo., permission to withdraw its application for an am station there.

But Mr. Kyle made it plain the application was "dismissed with prejudice." He said the firm merely had sent him a "communication" seeking withdrawal from the contest for a new am station [B•T, July 29], instead of making the request in the usual form of a sworn statement.

Kirkwood Broadcasting has been competing with St. Charles County Broadcasting Co., St. Charles, Mo., for a daytimer on 1460 kc, 5 kw to cover both towns, which are suburbs of St. Louis. Their applications were set for a comparative hearing.

Then in July, St. Charles formally challenged Kirkwood Broadcasting's character qualifications. St. Charles accused Kirkwood (principals James R. Roberts, Robert D. and Martha M. Rapp) of falsifying signatures in various documents filed with the Commission. It tried to substantiate this by submitting an affidavit by a handwriting expert to show that the signatures in question were not genuine.

Kirkwood denied this. Then in early August it decided to bow out. In its letter to the FCC, a Kirkwood representative said the firm originally had hoped for "a quick and inexpensive grant." He added that now "it would take an undue amount of time and a very expensive prosecution of a complicated hearing, which still leaves us no assurance of a grant."

In allowing Kirkwood to withdraw, Mr. Kyle also "retained in hearing status" the application of St. Charles, whose principals are Harmon I. Moseley, 74%, and Omar Schnatmeier.

White House Gets Copyright Bill

The Senate last week passed and sent to the White House a bill (HR 277) which establishes a three-year statute of limitations within which civil and criminal actions may be filed for copyright infringement. Provisions of the bill are to take effect one year after it becomes law. HR 277 originally was introduced by Rep. Kenneth Keating (R-N. Y.) and was passed by the House last March.

Erie Tv Facilities Change Stayed by FCC, Hearings Set

The FCC last week granted the protest of ch. 35 WSEE (TV) Erie, Pa., against the Commission's approval last June for ch. 12 WICU (TV) Erie, Pa., to move its transmitter location and increase its power. At the same time, the FCC stayed the effective date of its modification approval pending the outcome of an evidentiary hearing.

WSEE, affiliated with the *Erie News* and *Times*, complained in its protest, filed Aug. 2, that if WICU were permitted to move its transmitter and increase its power, the result would be an imbalance of competition that might force WSEE to cease operation. WICU is owned by Edward Lamb, who until recently also owned the *Erie Dispatch*. The newspaper was acquired by the Mead family, owners of WSEE and of the *Erie Times*. Mr. Lamb won WICU license renewal after a long-drawn-out battle involving charges of communist sympathies.

The Commission ruled that a hearing should be held to determine whether an imbalance of competition would result and if so what this effect would be on the continued operation of WSEE.

Last July the Commission issued a notice of rulemaking proposing to move Erie's ch. 12 to Akron-Cleveland [B•T, July 8].

Initial Decision Favors KCBQ For Daytime, Nighttime Boosts

An initial decision favoring the application of KCBQ San Diego, Calif., to boost its power from its present 5 kw daytime and 1 kw nighttime directional, to 50 kw daytime and 5 kw nighttime, both directional, was issued by FCC Hearing Examiner H. Gifford Irion last week. The initial decision also favors the eight-mile move of KCBQ's transmitter to a site near El Cajon, Calif.

Originally KCBQ asked for a power boost to 10 kw daytime and 5 kw nighttime. Because of potential interference to sharetime stations on 1150 kc KRKD and KFSG, both Los Angeles, and with four pending applications for 1190 kc, the application was set for hearing. KCBQ amended this application last May to request the 50-kw daytime directional operation, to eliminate or minimize the interference. This permitted removal from the consolidated hearing with the four pending applicants. KRKD withdrew its objections to the amended proposal (KFSG did not appear).

Examiner Irion found that the proposed operation would bring a new nighttime service to 68,000 people in San Diego County, and a new daytime service to 115,000. The proposed daytime service would result in loss of KCBQ service to 360,000 people—but the great bulk of these reside in the Los Angeles area.

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PACKAGER GOODMAN SUES MBS, AFTRA

- **Asks damages of $641,000**
- **Contract cancellation charged**

A $641,000 damage suit has been initiated by Harry S. Goodman Productions, program packager, charging that the American Federation of Television & Radio Artists pressured the Mutual Network into canceling a contract for five Goodman shows.

Named defendants in the suit are Mutual, accused of conspiracy and breach of contract, and Frank Nelson as president of AFTRA and Luis Van Rooten as president of AFTRA's New York local.

The proceeding has reached the point of service of the complaint upon the defendants and the submission of a reply by Mutual. Spokesmen for the litigants declined to comment and Mutual officials also declined to release their answer to the complaint. Under New York procedure, the papers are not yet on file in the courts, but the case ultimately would come before the New York Supreme Court in Queens County. The case is considered in litigation at this stage, however.

Goodman Productions charges in the complaint that in April 1956 it signed to furnish Mutual five series of 52 half-hour mystery programs. The shows, produced and transcribed in Australia, were *Crime Files of Flamond; Danger With Granger; Big City; It's a Crime; Mr. Collins,* and *Peril.* Goodman said it subsequently delivered 153 of the 260 programs and was paid $30,600 by Mutual.

The Goodman-Mutual contract, according to the complaint, contained a clause—presumably because the shows were produced in Australia—which gave MBS an option to cancel if AFTRA should start legal or arbitration proceedings challenging Mutual's right to broadcast the programs or demanding "fees of any kind."

AFTRA and the New York local are accused of bringing pressure on Mutual and causing a demand for arbitration to be served on the network, "falsely and unjustificably [sic] alleging that a controversy existed between Mutual on the one hand and AFTRA and the local on the other and challenging Mutual's right to broadcast the programs and making demands for the additional fees, although no AFTRA members had been employed or rendered services in connection with the making of said transcriptions."

The complaint also charged that AFTRA "entered into a conspiracy with Mutual to give Mutual false but apparent reason for a cancellation and termination without liability to Mutual, of Mutual's contract" for the programming. Mutual, AFTRA and the local were further accused of having "conspired to hurt and harm plaintiff and to damage and destroy his rights in the series of programs. . . ."

The complaint also contends that "neither AFTRA nor the local has ever challenged the right of anyone to broadcast any such foreign-made programs except as to those supplied by plaintiff" under the contract in question; "nor has AFTRA or the local challenged Mutual's right to broadcast foreign-made programs other than those of the plaintiff, although Mutual, both before and after the demand for arbitration has contracted and broadcast other foreign-made programs."

The suit seeks $520,000 ($2,000 per program) representing value of the programs and covering alleged loss of profits from re-sales; $21,400 which Goodman claims Mutual owes for the remaining 107 half-hours in the contract, and $100,000 for alleged damages to Goodman's reputation and business.

Although spokesmen for the defendants declined to comment on the case, a representative of AFTRA did say that Goodman has been on AFTRA's unfair list for the past two or three years. And at Mutual, which changed ownership and management a few weeks ago, an executive said that since it involves events preceding the ownership change, the suit presumably is a concern of RKO Teleradio, the former owner, rather than of the Paul Roberts group which now owns Mutual.

Musicians to Get $4,650,000

Allocations to musicians from Music Performance Trust Funds of the recording industries for the fiscal year ending June 30, 1958, will total an estimated $4,650,000, according to a report by Samuel R. Rosenbaum, trustee of the funds. The 1957 fiscal year allocations totaled $3,900,000 [B•T, March 18] compared to $2,800,000 the year before.

Local 47 Must Serve Petrillo

Members of the American Federation of Musicians Hollywood Local 47 must serve AFM President James C. Petrillo personally to take his deposition in connection with their suits against the parent union, Judge William E. Fox of Los Angeles Superior Court has ruled. Judge Fox denied a motion to allow the plaintiffs to serve Michael G. Luddy, Los Angeles attorney for AFM, instead of the union head, charged with evading service. The rebel musicians, whose

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suits are aimed at obtaining royalty payments (now made to Music Performance Trust Funds) for individual musicians making the films and on records involved, won the right to inspect correspondence and documents covering wage negotiations for musicians since 1954 as well as trust fund payments made by Hollywood employers.

NABET Will Ask 'Just' Share In Negotiations With ABC, NBC

National Assn. of Broadcast Employes & Technicians has warned it will insist on "nothing less" than a "just" share of network "savings and profits" in negotiations with ABC and NBC next January. In a *NABET News* editorial the union cited cost-of-living boosts and 'sweeping technological changes" in the past three years and asserted it "cannot consider another long-term pact tied to a 'crumbs from the table' settlement." NABET protested that the present three-year pact, providing an overall 10% wage boost, is "hardly enough" to cover spiraling costs.

In the same issue, NABET lashed out at congressmen who use "non-union radio and television studios operated . . . at taxpayers' expense" on Capitol Hill. More than 150 representatives ("twice as many Republicans as Democrats") regularly use the facilities to feed programs to their home stations, NABET said, and union members are deprived of employment.

AFM Assures Local Of Voice in Talks

Hollywood musicians, members of Local 47 of the American Federation of Musicians, reportedly were assured of having the final say about terms included in new contracts with the motion picture producers to be negotiated early next year (current agreements expire in February) at the local's monthly membership meeting last Monday.

Following an appearance at the meeting by Herman Kenin, Hollywood representative of the national AFM, who explained the attitude of the union toward the problems of the Hollywood musicians in a lengthy question and answer session, the local adopted a resolution that, in effect, rescinds an earlier demand by the local for written assurance from the national officers that it would be represented in the negotiations.

Mr. Kenin, who was invited to the meeting by Local 47 President Eliot H. Daniel, is said to have told the membership that a delegation from the local's studio committee (a 30-member group comprising representatives of musicians employed by the individual major studios, freelance performers, copyists, side line men and orchestrators) would met with the AFM international executive board prior to the start of negotiations for a new studio agreement early next year to hammer out the terms to be asked. This delegation then would sit in on the negotiations and at their conclusion either ratify the new agreement if the membership of Local 47 had given them this authority or, more probably, report back to the local membership which could then make its own decision concerning the new agreement.

Size of the delegation from the local to participate in the new national agreement with the motion picture producers has not been determined, but it is understood that it will include President Daniels and a minimum of three members of the local's studio committee.

Agreement of the national AFM to allow a delegation from a local to participate in national negotiations with a major employing group was described as an innovation in AFM procedure. It was also called a major victory for the policies of local President Daniel, who since his inauguration early this year has attempted to solve the local's disagreement with certain national union policies inside the union itself, rather than leave the solution wholly to court decisions in the suits filed by members of the local against the national AFM. Feeling expressed by some members of the local that this working-from-within policy constituted a sell-out of their interests by President Daniel have led to many stormy membership meetings and, on one occasion, to Mr. Daniel's resignation as head of the local, a move which was rejected overwhelmingly by the members.

Royalty payments made by employers of musicians for tv films and for phonograph records and transcriptions into the Music Performance Trust Funds, and used for the promotion of live music (usually by means of free civic concerts), have been a primary target of the litigant members of Local 47. Their suits charge that this money ought to go to the men employed in providing the music for records and films and that in making trust fund payments a part of its contracts with the employers the national union is not living up to its obligation to the members of its Hollywood local. The plaintiffs also contend that the royalty fees for films for tv (5% of the gross cost) actually result in a loss of employment for members of Local 47 by encouraging the tv film producers to have their musical sound tracks recorded abroad.

Royalty payments of another kind, for theatrical motion pictures sold for tv use, are objected to by both the rebelling musicians and the motion picture producers. The musicians feel that the payments should go to the men who made the movies (as with films made for tv) not to the trust funds. The picture producers feel that the royalties for these pictures (5% or 6% of the gross receipts of their sale to tv) are excessive and should be reduced.

WGAW Groups Set Oct. 3 Huddle

Television-radio writers and screen writers branches of Writers Guild of America, West will hold a joint membership meeting Oct. 3 to discuss planned demands in both screen and tv when negotiations are resumed this fall. Guild contracts with the motion picture studios run until May

FIRST

6 straight months in D. C.,

*says Pulse**

• **FIRST** in share of total weekly radio audience, 6 A. M. to midnight.

• **FIRST** in quarter hour wins.

WWDC

RADIO WASHINGTON

Represented Nationally by John Blair & Company

1959 and those with the major producers of films for television until the following year, but are reopenable before those dates. It is understood that the guild's major demands will be on the producers of theatrical motion pictures, with only a few minor points to be taken up with the tv film companies.

WGAW Raps Ad Agencies' Use Of 'Charts' to Measure Drama

"Chart-minded" advertising agencies are the latest target of Writers Guild of America, West. Following the inauguration of a war against tv producers who ask writers to submit complete stories without any advance commitment, in violation of the guild's prohibition against speculative writing [B•T, Aug. 26], the organization's tv-radio branch last week vigorously damned the practice of putting statistics ahead of stories.

"The agency heads, their ivy-clad but otherwise moss-ridden tv experts and their always compatible producers operate under the assumption that by chart and comptometer they can determine the mass age and dramatic receptiveness of their audiences and cut, trim and make the shows to fit," an officer of the tv-radio branch is quoted in a WGAW release.

"No other type of entertainment in the history of entertainment is, or ever has been, written on as circumscribed a basis as a tv show is written—by a writer hedged in on every side by men who are drama-wise sterile and yet supervise every waggle of his pen," the quote continues. "Books can't be written that way. Certainly not plays for the legitimate theatre. Not even the movies. . . .

"A television show isn't going to stir anyone and therefore isn't going to attract anyone to sell anything to unless it has first stirred the heart and mind of a certain single individual—the writer. This, and only this, is the little crucible in which the worthiness of a show is proved. . . ."

AFTRA Members Strike at WCKY

Seven of 11 members of the American Federation of Radio & Television Artists at WCKY Cincinnati went on strike at 6 a.m. last Wednesday. AFTRA, which had been certified by the National Labor Relations Board following an election last May (7-5 vote), is seeking a first contract calling for increased wages and concessions in working conditions. Union and station officials met through last Tuesday night in an unsuccessful effort to reach an agreement. WCKY said that the striking faction was mainly staff announcers and that there had been no interruption in program service.

HOOPER — PULSE — NIELSEN
KOSI
DENVER
NUMBER ONE RADIO BUY
SAN FRANCISCO
KOBY
KOSI
Soo Forjoe
KOBY
Soo Petry

NARTB Sets Agenda For Regional Openers

NARTB's annual series of eight regional meetings will open Sept. 16 in Schenectady, N. Y., with a plea for industry unity setting the pace for the two-day agenda. Thad H. Brown Jr., tv vice president, and John F. Meagher, radio vice president, will sound a call for united broadcaster action to meet common problems. Opening discussions will be on the theme "E Pluribus Unum."

Second meeting of the regional series will be held in Cleveland Sept. 18-19, following a similar format except for guest speakers. President Harold E. Fellows will speak at all meetings. Simon Goldman, WJTN Jamestown, N. Y., will be host director at Schenectady. Robert T. Mason, WMRN Marion, Ohio, will be host director at Cleveland.

The Monday morning's meeting at Schenectady will include a talk on Washington problems by Vincent T. Wasilewski, NARTB government relations director. Donald N. Martin, public relations assistant to the president, will speak on station public relations problems and Charles H. Tower, employer-employe relations director, will discuss station management.

Philip D. Reed, board chairman of GE, will discuss "New Frontiers of Business Responsibility" at the first day's luncheon.

In the afternoon the meeting will split into separate radio and television groups. The radio program includes reports by Messrs. Meagher, Tower and Martin; news panel, and program panel led by Ted Malone, long known for his ABC broadcasts. On the tv agenda are Messrs. Brown and Wasilewski; A. Prose Walker, NARTB engineering manager, and William B. Lodge, CBS-TV vice president. They will cover channel assignments, broadcast and wired pay tv and Television Allocations Study Organization, all grouped under the subject, "Washington, Your Channel and You."

Edward H. Bronson, NARTB tv code affairs director, will conduct a television code session, showing clips of filmed material that never reached the airwaves.

Gov. W. Averell Harriman, of New York, will be the Monday evening banquet speaker at Schenectady.

Separate radio and tv sessions are again scheduled Tuesday morning. Daniel W. Kops, WAVZ New Haven, Conn., New England radio director, will preside at the radio meeting. Speakers include Messrs. Walker and Wasilewski, with a panel on the value of radio time.

Alfred Beckman, ABC-TV member on the Tv Board, will open the tv session. Norman E. Cash, president of Television Bureau of Advertising, will conduct a tv sales session. Mr. Brown and Richard M. Allerton, NARTB research manager, will explain the audit tv circulation project.

C. Wrede Petersmeyer, Corinthian Broadcasting Corp., a tv director, will introduce Mr. Fellows, Tuesday luncheon speaker, who will speak on "Time for Decisions."

A short afternoon session will be led by

If your time-buying formula is: "Let's write an anthem and see who stands up and sings," you're bound to have some off-key selections. For close harmony, select the station that reaches into pockets where $3,034,624,000.00 is stashed for spending—select WBNS Radio which is rated first by Pulse 315 times out of 360, Monday through Friday, quarter hours 6 a.m. to Midnight.
Ask John Blair.

WBNS RADIO
COLUMBUS, OHIO

Bill Pierce Is Your BEST BUY In The SCRANTON MARKET

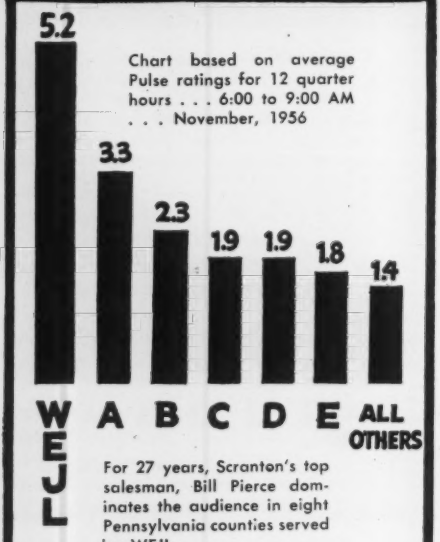


Chart based on average Pulse ratings for 12 quarter hours . . . 6:00 to 9:00 AM . . . November, 1956

For 27 years, Scranton's top salesman, Bill Pierce dominates the audience in eight Pennsylvania counties served by WEJL.

Ask MEEKER For Proof!

WEJL
The Scranton Times
SCRANTON, PENNA.

Represented Nationally by
Paul H. Raymer Co., Inc.

a public interest discussion with Frederick H. Garrigus, organizational services manager, as speaker. Charles Shaw, WCAU-AM-TV Philadelphia, will speak on freedom of information. E. R. Vadeboncoeur, WSYR Syracuse, is chairman of the Resolutions Committee. Winding up the day will be a tour of General Electric Research Laboratory. Dr. C. Guy Suits, vice president and research director of GE, will speak on "Research and Free Enterprise." A tour of the new GE radio-tv studios, now under construction, is planned.

The Cleveland Thursday-Friday agenda the same week will follow a similar pattern except that Mr. Fellows will speak at the opening day's luncheon. Ben R. Donaldson, Ford Motor Co. director of institutional advertising, will speak at the Friday luncheon. Sen. Charles E. Potter (R-Mich.), member of the Interstate Commerce Committee, will be the Thursday banquet speaker at Cleveland.

NARTB directors taking part in the Schenectady meeting include, besides those mentioned, Charles R. Denny, NBC; Robert Eastman, ABC; Arthur Hull Hayes, CBS, and Paul Roberts, new MBS president and board member.

TvB Board Ups Budget, Okays New Promotion

A new program of "telling the television business story on television" and the biggest budget in TvB's three-year history were approved by the bureau's board of directors in a meeting in Chicago last week.

TvB's new budget was put at a little more than $800,000, a figure approximately comparable to the budget of Radio Advertising Bureau but far short of that of newspapers' Bureau of Advertising or the magazines' counterpart promotion organization.

President Norman E. Cash outlined TvB's plans for using tv "commercials" and "tv news editor bulletins" in a continuing "report to the people" on what is happening in television.

"We will show our story on television, taking the full advantage of the speed and impact of our medium directly to the public," Mr. Cash said. "They want to know, and it is our plan to keep them up to date on what goes on in this growing economic force —this business of television. There is no better way to reach the public."

The on-the-air phase of the program will be built around monthly themes. Among them, TvB reported, are "Tv: A Member of the Family"; "Tv: Something for Everyone"; "Tv: Member of the Community"; "Tv: A Passport to Everywhere," "Tv: Around the World."

In addition to the "report to the people" project, the TvB board approved new and expanded sales, research and promotional activities under the record-setting budget. A new research program exploring the dynamics of television as an entertainment and communication medium also was unveiled.

Fourteen additional television stations were approved for TvB membership and the bureau's bylaws were amended to include an additional board seat for station representative members. TvB's annual membership meeting was set for Nov. 22, to be held in Chicago.

The 14 members are:

WDAM-TV Hattiesburg, Miss.; KEDY-TV Big Spring, Tex.; KCRA-TV Sacramento, Calif.; WISH-TV Indianapolis, Ind.; WSEE-TV Erie, Pa.; KTWO-TV Casper, Wyo.; CKCW-TV Moncton, New Brunswick, Canada; WVUE Wilmington, Del.; WKXP-TV Lexington, Ky.; KGEZ-TV Kalispell, Mont.; WRAL-TV Raleigh, N. C.; WLBR-TV Lebanon, Pa.; WSVA-TV Harrisonburg, Va.; and KNTV San Jose, Calif.

W. D. (Dub) Rogers, president of West Texas Television Network and chairman of

BOARD MEMBERS *of Television Bureau of Advertising here are pictured at their meeting in the Edgewater Beach Hotel, Chicago, last week. Seated (l to r): Robert Tincher, WHTN-TV Huntington, W. Va.; Roger Clipp, WFIL-TV Philadelphia; W. D. (Dub) Rogers, chairman of the board and president of West Texas Television Network; Norman E. Cash, TvB president; L. H. Rogers II, WSAZ-TV Huntington, W. Va.; Richard Moore (nearest to lamp), KTTV (TV) Los Angeles, Calif.; and George Storer Jr., Storer Broadcasting Co., Miami Beach, Fla. Standing (l to r): Gordon Gray, WOR-TV New York; H. Preston Peters, Peters, Griffin, Woodward Inc., New York; Craig Lawrence, CBS-TV New York; Campbell Arnoux, WTAR-TV Norfolk, Va., and Otto Brandt, KING-TV Seattle, Wash.*

NATIONWIDE CAMPAIGN to stir interest in legislation for removal of the excise tax on all-channel tv sets will be conducted by Committee for Competitive Television, according to John English, WSEE-TV Erie, Pa., CCT chairman. Uhf operators in all cities will be contacted and regional meetings will be held. Wallace M. Bradley, CCT executive director, will make a nationwide tour of uhf stations.

Attending an Aug. 28 regional meeting of CCT in Erie were (front row, l to r): Roger Bower, WNAO-TV Raleigh, N. C.; Warren Williamson, WKBN-TV Youngstown, Ohio; William L. Putnam, WWLP (TV) Springfield, Mass.; Mr. English; Charles West, WTVH (TV) Peoria, Ill.; Peter B. Kenney, WNBC (TV) New Britain, Conn. Back row: Roger Garrett, WSEE-TV; Mr. Bradley; George Mead, *Erie Times;* Charles Bevis, WBUF (TV) Buffalo; Louis Appell Jr., WSBA-TV York, Pa.; Harold Gorsuch, WOSU-TV Columbus, Ohio. Not in photo, Robert W. Mack, WIMA-TV Lima, Ohio.

TvB, presided over the board session, held Tuesday. Members on hand were:

Campbell Arnoux, WTAR-TV Norfolk; Otto Brandt, KING-TV Seattle; Roger Clipp, WFIL-TV Philadelphia; Gordon Gray, WOR-TV New York; Craig Lawrence, CBS-TV New York; Richard Moore, KTTV (TV) Los Angeles; H. Preston Peters, Peters, Griffin, Woodward Inc., New York; L. H. Rogers II, WSAZ-TV Huntington, W. Va.; George Storer Jr., Storer Broadcasting Co.; Robert Tincher, WHTN-TV Huntington.

Tv Progress to Be Outlined To Viewers During Tv Week

Television viewers all over the nation will be given a closeup look at the medium's progress in the last decade during Television Week, to be observed Sept. 8-14. A half-dozen trade associations and cooperating civic groups are completing tv week plans.

NARTB President Harold E. Fellows, in a preview of the observance, reminded that tv was just emerging from the novelty stage a decade ago. "Today," he said, "some $17 billion has been invested in 45 million tv receivers. Besides those in public places, at least one set is located in 37.4 million of the nation's 49.5 million households."

Major advertising agencies, advertisers, networks, stations and community groups are cooperating with NARTB and Television Bureau of Advertising. The second phase of the celebration is built around manufacturer-distribution segments of the industry, conducting a separate drive that will embrace wholesalers, jobbers and retailers as well as related trade associations. Electronic Industries Assn. (formerly RETMA) is spearheading this phase of Television Week. Mr. Fellows said that the television industry allocates an estimated $200 million worth of free time annually to public service programs, not including brief mentions and sponsored public interest telecasts.

Jarman, Rogers Co-chairmen Of NARTB Convention Group

First planning for the NARTB annual convention to be held next April 27-May 1 in Los Angeles will start Friday when the new arrangements committee meets at the Conrad Hilton Hotel, Chicago. NARTB President Harold E. Fellows has appointed J. Frank Jarman, WDNC Durham, N. C., and W. D. Rogers Jr., KDUB-TV Lubbock, Tex., as co-chairmen of the 1958 convention committee, comprising board members. Messrs. Jarman and Rogers are respective chairmen of the Radio and Tv Boards.

William C. Grove, KFBC Cheyenne, Wyo., will serve as the board's radio liaison and James D. Russell, KKTV (TV) Colorado Springs, as tv liaison with the Broadcast Engineering Conference Committee. The engineering group meets concurrently with the convention. Site of the 1958 convention will be the Biltmore and Statler Hotels in Los Angeles.

Members of the convention committee,

VOICE OF THE PEOPLE
RADIO WSRS
GREATER CLEVELAND'S
NUMBER 1 STATION
SRS "Radio-Active" MBS

46,000 square miles

and 271,280 west texas sets all fenced in . . . available as a single economical purchase or by individual stations

KDUB stations

KDUB-TV
LUBBOCK, TEXAS
KPAR-TV
ABILENE - SWEETWATER
KEDY-TV
BIG SPRING, TEXAS

President and Gen. Mgr., W. D. "DUB" ROGERS • National Sales Mgr. E. A. "Buzz" Hassett

NATIONAL REPRESENTATIVES: THE BRANHAM COMPANY

besides Messrs. Jarman, Rogers, Grove and Russell, are Thomas C. Bostic, KIMA Yakima, Wash.; Merrill Lindsay, WSOY-FM Decatur, Ill.; Robert O. Reynolds, KMPC Hollywood; John E. Fetzer, WKZO-TV Kalamazoo, Mich.; C. Howard Lane, KOIN-TV Portland, Ore., and Harold P. See, KRON-TV San Francisco.

RAB Annual Meet Re-set Oct. 9

The date for the annual meeting of members of Radio Advertising Bureau, tentatively set for Nov. 15, has been moved up to Oct. 9, according to Kenyon Brown, chairman of the RAB board of directors. The move will permit several hundred station members, in New York for the national radio advertising clinic, to participate in RAB's annual meeting. It will be held shortly after the "members only" closed session which traditionally closes the NRAC, Mr. Brown pointed out. In previous years the RAB meeting has been held in November.

UPCOMING

September

Sept. 3: Annual meeting, North Carolina Associated Press Broadcasters, Sir Walter Hotel, Raleigh, N. C.

Sept. 6-8: Hi-Fi Show, Cincinnati.

Sept. 7: United Press Broadcasters of Indiana, Indianapolis.

Sept. 8-14: National Television Week.

Sept. 10: Premium Advertising Conference, Hotel Sheraton Astor, New York.

Sept. 10-12: Electronic Industries Assn. (formerly RETMA), Ambassador Hotel, Los Angeles.

Sept. 11-13: Michigan Assn. of Radio and Tv Broadcasters, fall meeting, Hidden Valley, Gaylord, Mich.

Sept. 11-13: NBC Television Affiliates annual meeting, Waldorf-Astoria, New York.

Sept. 13-15: International Sight and Sound Exposition's annual High Fidelity Show, Palmer House, Chicago.

Sept. 18: Freedom of Information Committee meeting of New York State Assn. of Radio and Television Broadcasters.

Sept. 21: United Press Broadcasters Assn. of Connecticut, Sun Valley Acres, Meriden, Conn.

Sept. 24-26: Western Regional Conference, National Community Television Assn., Ambassador Hotel, Los Angeles.

Sept. 26: Washington State Assn. of Broadcasters, semi-annual meeting, Wenatchee, Wash.

Sept. 27-28: Tenth District AFA Convention, Hilton Hotel, El Paso, Texas.

Sept. 28: Annual Screen Cartoonists Guild film festival, Ambassador Hotel, Los Angeles.

Sept. 30-Oct. 1: Illinois Broadcasters Assn., fall meeting, Abraham Lincoln Hotel, Springfield, Ill.

October

Oct. 3-4: Kentucky Broadcasters Assn., Hotel Beecher, Somerset.

Oct. 4: United Press Broadcasters of Kentucky, inaugural meeting, Cumberland Falls State Park, Kentucky.

Oct. 4: North Dakota Broadcasters Assn., annual meeting, Bismarck, N. D.

Oct. 7-9: 13th Annual National Electronics Conference, Hotel Sherman, Chicago, Ill.

Oct. 7-11: Fall meeting, American Institute of Electrical Engineers, Hotel Morrison, Chicago.

Oct. 9-12: 1957 Convention of the Audio Engineering Society, New York Trade Show Building.

Oct. 11-13: Annual convention, AAAA Western Region, Sun Valley, Idaho.

Oct. 20-21: Texas Assn. of Broadcasters, Baker Hotel, Dallas.

November

Nov. 6-9: International convention, Radio Television News Directors Assn., Balmoral Hotel, Miami Beach, Fla.

Nov. 11-13: First annual Industrial Audio-Visual Exhibition, Trade Show Building, New York.

Nov. 17-20: Tenth Annual Conference, Public Relations Society of America, Sheraton Hotel, Philadelphia.

AB-PT Confirms Buy Of KQV for $700,000

Purchase of KQV Pittsburgh by American Broadcasting-Paramount Theatres for approximately $700,000 [CLOSED CIRCUIT, Aug. 26] was announced last week by Leonard H. Goldenson, AB-PT president, and Earl F. Reed, president of the station.

The transaction, subject to customary FCC approval, assures American Broadcasting Network of a continuing outlet in the country's eighth largest market. Its current affiliate in Pittsburgh, WJAS (1320 kc, 5 kw), was bought for $275,000 a few weeks ago by NBC, which has been without a regular affiliate there since last year.

Sale of KQV (1410 kc, 5 kw) was required by FCC as a condition to its grant of tv ch. 4 to a new group formed by merger of KQV and WCAE Pittsburgh interests [B•T, July 29].

KQV currently is affiliated with CBS Radio.

In last week's transaction, announced following an AB-PT board meeting Thursday, AB-PT bought all of the stock of Allegheny Broadcasting Corp. (KQV) from the trustees under two voting trusts. The trustees are Mr. Reed and Irwin D. Wolf Jr., Pittsburgh merchant and vice president of Allegheny.

"AB-PT is demonstrating its confidence in radio's future," Mr. Goldenson asserted. "KQV with its long record of public service represents an important addition to our owned and operated stations. We believe that this major station will be a leader in radio's accelerating growth. ABC will make every effort to further improve the already successful operation of KQV as a service to the huge listening audience in the Pittsburgh area."

Purchase of KQV will bring AB-PT's owned radio stations to five. It already owns WABC New York, KABC Los Angeles, WXYZ Detroit, and KGO San Francisco, and in addition has 50% interest in WLS Chicago. AB-PT owns five tv stations.

Blackburn Opens Chicago Office

Blackburn & Co., media brokers, announces the opening of a new office in Chicago. William Ryan will head the operation at 333 N. Michigan Ave. Telephone: Financial 6-6460. Mr. Ryan is a veteran broadcaster. He was the first head of the Broadcast Advertising Bureau and of the Quality Radio Group. Before that he was general manager of KFI-AM-TV Los Angeles.

WKST-TV Builds in Youngstown

WKST-TV New Castle, Pa.-Youngstown, Ohio, has started building new studios and tower in Youngstown to supplement present facilities in New Castle. The ch. 45 station, off the air since July 1955, plans to resume telecasting Oct. 1 with 200 kw visual power. Sam Townsend, president and general manager of the station said that it will carry ABC-TV shows on its resumption.

Robert C. Harnack, formerly with Paul Smith Advertising, will be in charge of sales and production at the Youngstown location, and Harry Reith, on the management staff of WKST Radio for 10 years, will head tv sales and production at New Castle. WKST-TV lists tv sets in its area at 202,000.

Meredith Agrees to Buy KRMG For $500,000; Denies Tv Plans

Meredith Publishing Co., publisher of *Better Homes & Gardens* and *Successful Farming*, has contracted to purchase KRMG Tulsa, Okla., owned and operated by Western Broadcasting Co., for approximately $500,000, according to a joint announcement last week by Fred Bohen, president of Meredith Publishing in Des Moines, Iowa, and Harrington Wimberly, president of Western. The sale is subject to usual FCC approval.

KRMG operates as an independent on 740 kc, with 50 kw daytime, 25 kw nighttime. No changes in personnel are contemplated by the new owner.

A Meredith spokesman denied any intent to purchase tv facilities in Tulsa. Tulsa television stations are KOTV (TV), ch. 6, CBS affiliate; KTVX (TV), ch. 8, ABC affiliate, and KVOO-TV, ch. 2, NBC affiliate.

Radio and television stations presently owned by Meredith include KPHO-AM-TV Phoenix, Ariz., purchased in 1952 for $1.5 million; KCMO-AM-TV Kansas City, Mo., purchased in 1953 for $2 million; WOW-AM-TV Omaha, Neb., purchased in 1951 for $2.5 million, and WHEN-AM-TV Syracuse, N. Y.

3 N. C. Commercial Tv's to Relay Signals of Educational WUNC-TV

Three commercial stations have teamed to help an educational station reach a larger number of viewers in North Carolina, according to Harold Essex, vice president-general manager of WSJS-TV Winston-Salem.

The three stations, WSOC-TV Charlotte, WLOS-TV Asheville and WSJS-TV, will relay signals of WUNC-TV Chapel Hill, Monday through Friday from 9 to 10 a. m. WSJS-TV will pick up the non-commercial station's signal and relay it to the Charlotte station, which will send it on to WLOS-TV. This will provide a nearly state-wide network, Mr. Essex said.

WIIC (TV) Begins Operation

WIIC (TV) Pittsburgh was to have gone on the air yesterday (Sunday) on ch. 11 using, for what is claimed to be the first time on a full powered vhf station, a helical broadcasting antenna. The station kicked off with a half-hour dedicatory program which began at 5 p.m.

WFGA-TV Begins Broadcasting

WFGA-TV Jacksonville, Fla., was to have gone on the air yesterday (Sunday) reportedly as the first station in that area equipped to telecast live and film local color shows, as well as black and white. The station operates on ch. 12 with visual power of 316 kw.

Stations Defy Promoter, Use Ingenuity to Air Fight

Three Washington stations—KLAN Renton and KOL and KING-AM-FM, both Seattle—broadcast the world heavyweight championship bout in Seattle between Floyd Patterson and Pete Rademacher (which champion Patterson won by a knockout), despite fight promoter Jack Hurley's prohibition of radio-tv coverage.

KLAN offered direct coverage from a secret vantage point, delaying the report of the action six seconds, during which time the news event had passed into the public domain, according to a station spokesman. KOL presented round-by-round summaries, based on wire service reports. KING tape-recorded the fight for later broadcast. WDAK Columbus, Ga., in whose primary area (Fort Benning) Mr. Rademacher was formerly stationed as a serviceman, broadcast the fight through the use of beeper long distance from a binocular-peering sportscaster stationed in a building outside the stadium [AT DEADLINE, Aug. 26].

After the fight, promoter Hurley threatened a suit against the three Seattle area stations but later changed his mind. Although the receipts for the fight were $240,030, Mr. Hurley claimed the stations "held the gate down." He referred to the broadcasters as "pirates." He decided not to take action against them, however, because "it would be too difficult to prove damages."

WFMT (FM) to Go Fulltime

WFMT (FM) Chicago, "fine arts" station licensed to Gale Broadcasting Co., was to begin fulltime operation today (Monday), adding 30 programming hours per week to its schedule, it has been announced by Bernard Jacobs, station manager. The new schedule will give the fm outlet a minimum of 125 hours "of serious music, poetry, discussion, drama and news each week," he reported. The station will operate Monday-Friday from 6:30 a.m. to 1 a.m. and Saturday-Sunday, 9 a.m. to 1 a.m.

Dowdy Pays $63,000 for WLBG

Sale of 250-w daytimer WLBG Laurens, S. C., by J. R. Dalrymple Jr. and C. W. Hogan to Charles W. Dowdy for $63,000 has been announced. The station operates on 860 kc. Mr. Dowdy formerly owned stations in Georgia and Florida. The sale, subject to the usual FCC approval, was handled by Allen Kander & Co.

WTMJ Outlets Separate Sales

Announcement of the formation of separate sales departments for radio and tv operations at WTMJ-AM-TV Milwaukee was made last week by Walter J. Damm, vice president-general manager. Neale V. Bakke, formerly sales manager of the combined sales force, will head the tv division and Joseph W. Killeen, formerly assistant sales manager of radio, will be in charge of radio sales.

DEMPSEY SELGER SHAW CRUMLEY KELLIHER

Headley-Reed Names Five In Its Latest Staff Expansion

Staff expansion of Headley-Reed Co., national radio-tv station representation firm, was announced last week in line with the firm's belief that "now, more than at any other time, the industry must sell harder and harder to get a larger share of the advertisers' dollar investment."

Two additions to Headley-Reed's home office in New York include Charles Dempsey, tv salesman, and Howard Selger, manager of the research department. Mr. Dempsey formerly was with WLWD (TV) Dayton, Ohio. Mr. Selger since 1954 has been senior research analyst for ABC and formerly was director of tv research for Edward Petry & Co. and executive radio-tv timebuyer for Anahist Co.

Headley-Reed has opened a new office in St. Louis under the management of William H. Shaw, who formerly covered the territory from the representative's Chicago office. New St. Louis office is at 915 Olive St. Telephone: Central 1-9151.

George Crumbley, for nine years with WSB-AM-TV Atlanta, has been named manager of the Headley-Reed Atlanta office, succeeding E. W. Sweatman, resigned. Richard J. Kelliher, formerly with McGavren-Quinn Co., has been added to the firm's San Francisco sales staff. Headley-Reed's Hollywood office has moved to Suite 1111, Taft Bldg. New phone: Hollywood 4-8248.

Earlier this year Headley-Reed prepared the complete story of each of its client stations and the market on tape and film for presentation to agency timebuyers directly at the buyers' desks through use of portable tape-recorders and projectors.

WJR Buys Page in 'Free Press' To Rebut Criticism of Radio

In response to a series of articles in the *Detroit Free Press* saying that radio is in the hands of the disc jockeys, WJR in that city bought a full page ad in the *Free Press* to defend its (WJR's) programming structure in particular and radio in general.

The newspaper had said that most radio stations' programming consists of disc jockey shows, whose singular function is to

THE BEST MUSIC SESAC IN AMERICA

SESAC

PAUL HEINECKE, PRESIDENT

LICENSING THE PERFORMANCE, MECHANICAL OR SYNCHRONIZATION RIGHTS IN "THE BEST MUSIC IN AMERICA" TO THE ENTIRE ENTERTAINMENT INDUSTRY, RADIO, TELEVISION, MOTION PICTURE, TRANSCRIPTION AND PHONOGRAPH RECORD COMPANIES, THEATRES, CONCERT HALLS, HOTELS, ETC., WITH

A REPERTORY OF DISTINCTION

PRODUCERS OF THE FAMOUS SESAC TRANSCRIBED LIBRARY

THE COLISEUM TOWER
10 COLUMBUS CIRCLE
NEW YORK 19, N. Y.

sell records. WJR pointed to its reported million dollar annual program payroll, which it claims to be the largest in the country, and its "well-balanced blend of 'live' musical shows . . . and recorded programs that offer music for every taste."

The station's ad held it was "presumptuous" of the newspaper to claim that this was "typical of all radio."

PGW Adds Scanlon, Connelly, Expands New York Facilities

Peters, Griffin, Woodward Inc., station representative, is announcing today (Monday) that it has added to its tv account executive staffs in Hollywood and San Francisco and is expanding its New York office.

Reports H. Preston Peters, PGW President: More staff additions have been made in the first eight months of this year than in any calendar year in the firm's 25-year history.

The personnel additions are Joseph L. Scanlan, formerly with H-R Representatives Inc. and at one time sales manager of KCCC-TV Sacramento, who joins the San Francisco office, and Martin F. Connelly, formerly an account executive with KVSM San Mateo, Calif., to Hollywood office.

In New York, PGW, which has occupied all the 18th floor of the Postum Building at 250 Park Ave. since March 1955, has leased additional space on the building's third floor to accommodate an increase in personnel and new automation equipment. Design and dimensions of the added space closely follow those in PGW's Chicago office (in the Prudential Building) which was finished in March. PGW in its New York facility will have additional offices and a large conference or audition room. The latter will contain a tv monitor and projector equipment.

WATV (TV) Airs Pilot Film To Get Audience Reaction

WATV (TV) Newark, N. J., Wednesday aired a half-hour pilot of a sports car racing show, instead of presenting it in closed-circuit form, to get audience reactions as well as sponsor approval. The experimental venture, *Sport of Speed*, was produced by the station for Castrol Oil Co., New York, American subsidiary of Wakefield Oil Ltd., London, and sponsor of *Sport of Speed* on WAAT Newark (Mon.-Fri. 7:05-7:15 p. m.), according to George Green, program director.

Mr. Green said Castrol was pleased with the radio show, which features news of sports car racing and autos as well as nightly guests, and requested that the station prepare a similar show for tv. The pilot, shown last Wednesday (6:30-7 p. m.), featured Ted Webbe, m. c. of the radio version, presenting film clips of famous races and interviewing prominent guests of the racing car field.

Plans for a weekly series for the coming season are indefinite but Castrol is seriously considering offering last week's show as a pilot and syndicating the series on film, according to Mr. Green. WATV would produce the racing programs live from Newark for the sponsor. Castrol's agency is Mann-Ellis Inc., New York.

DATELINES

Newsworthy News Coverage by Radio and Tv

WASHINGTON—WWDC claimed a "beat" last Tuesday in its coverage of the upset victory of Democrat William Proxmire over former Gov. Walter J. Kohler in the Wisconsin race for the Senate seat vacated by the late Joseph R. McCarthy.

The station had "beeper" hookups with WEMP Milwaukee and the *Madison Capital Times*. The coverage: at 3:30 p.m. a report from WEMP said an upset might be in the making; at 7 Miles MacMillan, political editor of the *Capital Times*, predicted an upset; at 9:15 Rep. Alvin O'Konski (R-Wis.) and Ronald May, Washington correspondent of the *Capital Times*, analyzed returns and predicted the Democrat's victory; from 9:55 to 12:15 a.m. WWDC sportscasters Bob Wolff and Chuck Thompson, covering a Senators-Athletics game in Kansas City, interspersed the play-by-play with up-to-the-minute election returns, and at 12:20 a.m. Mr. Proxmire came on the air with a victory statement.

LOUISVILLE—Claiming a "scoop," WHAS-AM-TV aired taped cell block interviews of six men accused in over an $100,000 burglary. The FBI has asked to borrow the tapes to study details which might lead to more federal charges.

PROVIDENCE—An order to WJAR-TV cameraman Frank Wildenhain to move his portable lighting equipment in close to aid workers in the rescue of Eileen Fahey, 3, resulted in an exclusive film report of the operation for the station, WJAR-TV reports. The child, missing 20 hours, was found wedged between a house and garage, in a space reportedly less than six-inches wide. The station reports airing the films little more than an hour after the rescue.

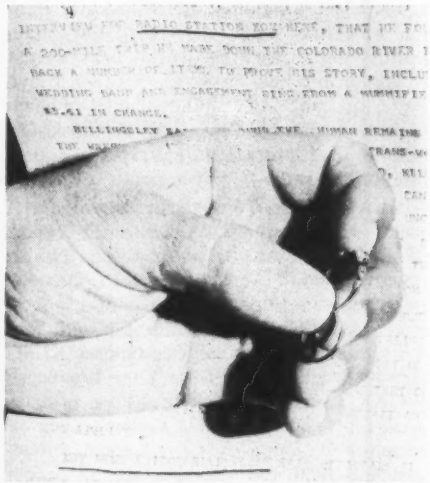
KVOX News Director Fined For Talking Back to Judge

Arthur Selikoff, news director at KVOX Moorhead, Minn., was cited for contempt of court a fortnight ago and fined $10. While the presiding magistrate, Rosco S. Brown, was explaining his attitude toward coverage of various news media in his courtroom, Mr. Selikoff addressed the judge saying: "It's the same old story with you. You're not fair to anybody." Judge Brown then made the contempt citation and placed the fine at $10 or 10 days.

Judge Brown refused to carry the discussion further and told Mr. Selikoff, "You are being denied no counsel or no telephone call, but we're through discussing this thing. You're not to leave here until you put up $10." Mr. Selikoff contacted the station and the fine was paid. He was released in time to make his 12:45 p.m. newscast.

Fire Forces WJEH Off Air

WJEH Gallipolis, Ohio, was forced off the air for a month to six weeks by a fire, which destroyed transmitting equipment and studios Aug. 15. Damage was estimated at $50,000 or more by owner John E. Halliday. Cause was presumed to be electrical trouble in the control room. WJEH recently increased power from 250 w to 1 kw.



THESE are two rings taken from a severed hand found near the site of wreckage of the TWA plane involved in the air disaster over Grand Canyon in June 1956. Bill Close, news editor, KOY Phoenix, holds the rings in front of the UP release telling of the station's interview of the man who found them.

STATION SHORTS

WABC New York reports billings hit all-time high during July when they exceeded previous high (set last year) by more than 20%.

WOV New York has issued new rate card and reports this is first one since June 1, 1952.

KRUX Phoenix reports construction has begun on new $100,000 radio center which will include 5,000 w hi-fi transmitter, recording studios and programming and engineering offices.

WPTZ (TV) Plattsburgh, N. Y., has published Rate Card No. 4, with base hour at $400.

KVOO-TV Tulsa announces change of address to 3701 South Peoria, P. O. Box 1349.

KLUF Galveston, Tex., reports it will change call letters to KILE tomorrow (Tuesday).

WJTV (TV) Jackson, Miss., went on air yesterday (Sunday) with full power of 316 kw. Station formerly had operated with 214 kw visual power.

REPRESENTATIVE APPOINTMENT

KHEY El Paso, Tex., names Bolling Co.

What's The Next Step In Wired Home Pay Tv?

As Paramount Pictures Corp.'s subsidiary, International Telemeter Corp., concluded the New York trade demonstrations of its wired home pay tv system last week one point seemed clear. How Paramount or Telemeter will decide to move ahead depends on the "situation."

A specific by Telemeter President Louis A. Novins: "We are out of the talking stage and now taking orders."

He said some "75 to 100 applications" for Telemeter franchises have poured in during the demonstrations [B•T, Aug. 19] and some negotiations already are in "final stages". He preferred not to detail who, what, where or when until they were finished, although Vice President Paul A. MacNamara had a telegraphic "application" just received from an Indianapolis group.

At the same news conference Wednesday, Paramount Pictures President Barney Balaban said the major movie studio now will consider leasing its feature product to closed-circuit toll tv operators but on a case-by-case basis.

He explained:

"We will study each situation and the problems which each situation presents as we do in the licensing of our product to conventional theatres and drive-ins. We will consider the situation, the market in that situation, what the new medium can produce for it in revenue. We will consider the new medium as though any customer came to us and asked for our pictures. We will look at the situation and endeavor to work out terms based upon the factors in that situation."

Mr. Balaban recalled telling FCC several years ago that Paramount refused to sell its backlog to tv for the simple reason tv couldn't pay what Paramount felt the product was worth. Asked what has happened in the meantime to Paramount's pre-1948 backlog (all the other major studios since have sold their old films to tv), Mr. Balaban retorted, "It's getting more valuable, that's all."

Mr. Novins reported that 1,700 persons have seen the New York demonstrations. These included 250 representatives from exhibitor chains comprising a combined 3,500-4,500 theatres which account for 75% of the national box office gross.

Mr. Balaban noted film rentals in the U. S. are running about $350 million gross annually and reaching only one out of five people. The home wired-toll system, he said, would enable exhibitors to reach this large untapped market. He said Paramount is not interested in franchising itself in Telemeter operations although it presently is involved in prospective ventures in Los Angeles (story, page 78) and Canada, the latter involving Famous Players Canadian Corp., 50.2% owned by Paramount. Famous Players operates 379 theatres and plans wired toll tv operation in several unspecified markets by the end of 1958.

Mr. Novins would not divulge prospective basic ingredients of the Telemeter franchise contract for the reason they have not been completely worked out yet. He did say, however, that Telemeter expects to keep pay programs put on by franchise holders "free of advertising."

The Telemeter officials indicated the initial franchises would be granted in cities where the existing film distribution and exhibition markets would not be unbalanced. They said New York would not be among the first grants. Which cities eventually would be franchised seemed to be hanging on the "situation."

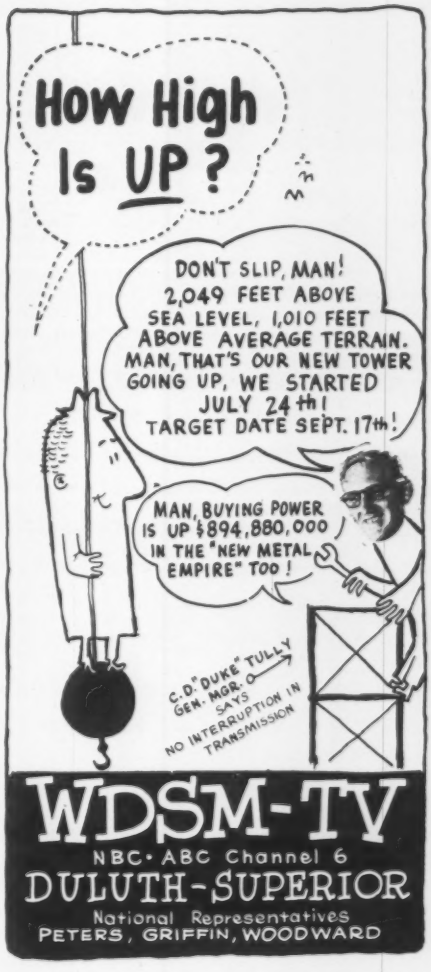
TNT, TelePrompTer, Robinson Compromise for Sept. 23 Bout

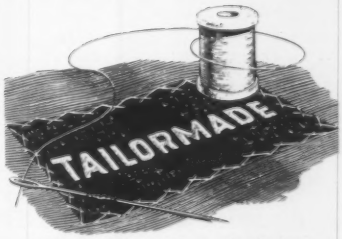
A compromise was reached Thursday afternoon between Theatre Network Television and TelePrompTer Corp. over which would handle the closed circuit theatre exhibition of the Sept. 23 fight between middleweight champion Sugar Ray Robinson and challenger Carmen Basilio [B•T, Aug. 26]. Everyone seemed to come out a winner.

It appeared settled after weeks of bickering that the public will get its fight, champion Robinson is guaranteed $255,000, TNT gets a green light to carry out its contract to exhibit the fight via tv in theatres and TelePrompTer wins a ruling by the New York State Athletic Commission that bidding for theatre tv rights in the future must be public. TelePrompTer, in its compromise agreement with TNT, accepted "token" rights to exhibit the fight in four unspecified markets and stands ready with all its mobile theatre tv equipment to set up exhibition in any city or area upon call by TNT. Under these optional situations, it would be TelePrompTer's "gate," according to TelePrompTer President Irving Kahn, who considered the real victory is the open bidding ruling for future bouts.

A mediation meeting of the athletic commission Monday ordered the middleweight champion to fight. He earlier had declined because he objected to the contract for theatre tv which the International Boxing Club had given to TNT. He claimed TelePrompTer offered a higher minimum gate. TNT last week amended its contract to a minimum 500,000 seats, highest closed-circuit theatre audience to date.

Champion Robinson's $255,000 minimum from theatre tv is in addition to his guarantee of 45% of the Yankee Stadium gate and the same share of the $30,000 NBC is paying for radio rights. Challenger Basilio is guaranteed $110,000 from theatre tv and 20% of other money.


How High Is UP?
DON'T SLIP, MAN! 2,049 FEET ABOVE SEA LEVEL, 1,010 FEET ABOVE AVERAGE TERRAIN. MAN, THAT'S OUR NEW TOWER GOING UP, WE STARTED JULY 24th! TARGET DATE SEPT. 17th!
MAN, BUYING POWER IS UP $894,880,000 IN THE "NEW METAL EMPIRE" TOO!
C.D. "DUKE" TULLY GEN. MGR. SAYS NO INTERRUPTION IN TRANSMISSION
WDSM-TV
NBC • ABC Channel 6
DULUTH-SUPERIOR
National Representatives
PETERS, GRIFFIN, WOODWARD



KOA-Radio can fit perfectly into any advertising plan, large or small. In fact, it's the *only* radio station—outfitted in every way—to sell the entire Western Market.

PROGRAMMING — has been skillfully tailored by KOA-Radio since 1925. It programs popular local and regional shows to fit and please the tastes of 4,000,000 Westerners.

ALTERATIONS — are unnecessary when you buy KOA-Radio. Your sales message *told* by KOA . . . is *sold* by KOA throughout the rich Western Market!

Represented by Henry I. Christal Co., Inc.

KOA *Radio*
DENVER 9/57
One of America's *great* radio stations
850 Kc 50,000 WATTS

L. A. Council to Consider 3 C-C Toll Tv Applications

The Los Angeles City Council will have three applications for closed-circuit toll tv system franchises before it when it next considers the subject, Sept. 18, according to present scheduling [B•T, Aug. 12].

The city's Board of Public Utilities and Transportation last Tuesday voted unanimously to approve the joint application of Fox West Coast Theatre Corp. and International Telemeter Corp. and that of Harriscope Inc. and to recommend their adoption by the city council, which, if it follows the board's recommendation, then will instruct the city attorney to advertise them for sale to the highest acceptable bidder.

The council also will take another look at the franchise already issued to Skiatron Tv Inc., which it was about to authorize advertised for sale last month [B•T, Aug. 12] when Skiatron's objection to the Fox-Telemeter application caused the Board of Public Utilities to withhold approval of that application at that time and to reconsider it after a three-week delay.

Skiatron had objected on grounds the parent companies of Fox West Coast (National Theatres) and Telemeter (Paramount Pictures) had entered into a consent decree with the Dept. of Justice which bans Paramount from exhibiting motion pictures and Fox West Coast from producing or distributing them. Granting a franchise to these companies to operate a toll tv system with motion pictures as its major program fare, as the applicant's representative had testified, might put the city in the position of violating the federal ruling, Skiatron noted.

In a letter to the utility board, Lawrence A. Peters, attorney for Fox-Telemeter, said the consent decree dealt solely with the relationship between a motion picture producer and the operator of a chain of movie theatres and had no connection with television, pointing out that since the time when the consent decree was signed the FCC had approved the merger of United Paramount Theatres and ABC into American Broadcasting-Paramount Theatres and the transfer of the licenses of five radio and five tv stations to this new company.

Board member Ned Redding, who on Aug. 6 had argued against approving the Fox-Telemeter application until the legal question raised by Skiatron had been settled, withdrew his objections last week, stating that while he wished there could have been a more thorough exploration of the matter, he was unwilling to hurt any applicant by a delay which might favor a rival in the toll tv field. The application of Harriscope Inc., tv program producer-distributor [B•T, Aug. 5], was approved without discussion.

The city council was to have put the Skiatron franchise up for bids Aug. 7, the bids to have been opened and the franchises awarded two weeks later. But the councilmen seemed disturbed that Skiatron's objection to the Fox-Telemeter application for a second franchise (Los Angeles statutes forbid the granting of an exclusive franchise) might in effect be an attempt to turn its own franchise into an exclusive one. To block any such move, the council decided not to advertise the Skiatron franchise for sale until after the Fox-Telemeter application had been reconsidered by the utility board.

Five ASCAP Members Win Suit In Copyright Case Against WMID

Five members of the American Society of Composers, Authors & Publishers have obtained judgments in suits for copyright infringement against Mid-Atlantic Broadcasting Co., owner of WMID Atlantic City, ASCAP said Tuesday. The plaintiffs alleged that copyrighted songs were performed by the station without authorization.

The U. S. District Court for New Jersey restrained WMID from performing the songs publicly in the future and awarded damages of $250 for each unauthorized performance, together with court costs and attorney's fees, ASCAP said. Damages were awarded on the basis of one unauthorized performance of each song.

Songs involved were "On the Street Where You Live," "I've Grown Accustomed to Her Face," "Get Me to the Church on Time" and "Wouldn't It Be Loverly" (plaintiffs, Alan Jay Lerner and Frederick Loewe); "True Love" by Cole Porter (plaintiff, Buxton Hill Music Corp.); "I've Got You Under My Skin," by Mr. Porter, and "It's All Yours," by Dorothy Fields and Arthur Schwartz (plaintiff, Chappell & Co.); "By the Beautiful Sea," by Harold R. Atteridge and Harry Carroll, and "Have You Ever Been Lonely?" by William J. Hill and Peter De Rose (plaintiff, Shapiro, Bernstein & Co.).

Florida Broadcasters Planning Radio Hurricane Warning System

A new service providing Florida and the nation with hurricane warnings is being worked out by Florida Assn. of Broadcasters in association with Gov. LeRoy Collins. Storm advisories will be issued as in the past from the U. S. Weather Bureau office in Miami, with a new relay system built around commercial radio stations and the highway patrol implementing the present broadcast service.

James L. Howe, WIRA Fort Pierce, Fla., president of FAB, said the association has asked the four national radio networks for permission to tap their circuits at Jacksonville, Fla., to provide warning service. Under this plan Gordon E. Donn, chief meteorologist of the Miami Weather Bureau, would be able to alert the state and nation when hurricanes are imminent. Gov. Collins would be provided statewide advisory service if the service is expanded.

FAB has issued a pamphlet titled "Hurricane News Procedure Guide for Broadcast Station Operators" to spell out procedure for news and public service broadcasts. A series of FAB regional clinics is being arranged.

Mr. Howe explained that every station in Florida breaks into network programming to broadcast weather advisories as they are received in time of hurricane emergencies.

Manufacturers Slate Autumn Meet To Fall Within National Tv Week

Electronics manufacturers will hold their autumn conference Sept. 10-12 coinciding with National Television Week (Sept. 8-14), at the Ambassador Hotel, Los Angeles, according to James D. Secrest, executive vice president of Electronic Industries Assn. (formerly RETMA).

Manufacturers will go into such problems as the FCC allocation hearings, the Hagerstown (Md.) educational tv program and the growing role of electronics gear in national defense. Over a score of division and committee meetings will be held.

Gen. Thomas D. White, Air Force Chief of Staff, is to address the Sept. 11 luncheon at which EIA members and Los Angeles electronic firms will be guests of the city chamber of commerce. The EIA board will meet Sept. 12.

Ten New Am Radio Models Announced by Westinghouse

Ten new am radio models, ranging in price from $17.95 to $59.95, have been announced by C. J. Urban, radio sales manager of the Westinghouse Television-Radio division. Included are the "cordless" all transistor set, five table models and four clock radios.

The "cordless" all transistor set has combined an advanced chassis with a six-by-four inch automotive type speaker to provide reception and sound equal to larger radios, he said. The compact case—made possible through the use of six transistors and a

LOOKING over the first radio receiver to use a De Forest triode tube (made in 1907), at the 1957 Western Electronic Show and Convention in San Francisco [B•T, Aug. 26] are (l to r), Donald B. Harris, manager, Electron Tube Research Section, GE Microwave Lab., Palo Alto, Calif., general chairman of WESCON; Bernard M. Oliver, research vice president, Hewlett-Packard Co., Palo Alto, Calif., convention vice-chairman; Norman H. Moore, vice president and general manager, Electron Tube Div., Litten Industries, San Carlos, Calif., show vice-chairman, and H. Myrl Stearns, president, Varian Assoc., Palo Alto, Calif., secretary-treasurer of the WESCON board.

diode instead of vacuum tubes—measures 6 11/16 inches high, 9¼ inches wide and 3½ inches deep. Because it uses no power cord, the "cordless" is a table radio that is completely portable. It will operate up to 1,200 hours on a 9-volt battery pack or 800 hours on six 1½-volt flashlight "D" cells.

Neiman Acquires All Stock Of High Fidelity Show Firm

All outstanding stock of International Sight & Sound Exposition Inc., operating firm and sponsor of the Chicago High Fidelity Show, has been acquired by S. I. Neiman, its president. He purchased the minority stock of Jerome J. Kahn, principal in the Chicago high fidelity industry. Two years ago he bought the holdings of Kenneth C. Prince, onetime radio parts exposition manager.

Mr. Neiman said his recent purchase paves the way for IS&SE sponsorship of "all-industry" shows in New York, Los Angeles and other major cities. Rival expositions also are held in key cities by the Institute of High Fidelity Mfrs., wholly comprising components producers, whose output accounts for about 30% of all industry volume. The remaining 70% is handled by makers of finished products.

Mr. Neiman said that because of his acquisition of all IS&SE stock, it will not be necessary to establish separate management corporations through the newly-created High Fidelity Council, a non-profit group, in other major cities, where plans are underway for similar shows open to components and packaged goods producers early next year [B•T, Aug. 5].

A wide variety of hi-fi sets and equipment will be shown at the sixth annual Chicago High Fidelity Show at the Palmer House Sept. 13-15, according to Mr. Neiman.

Rigo Enterprises Inc., another organization, has announced plans for conducting high fidelity shows in 13 major cities next year.

MANUFACTURING SHORTS

RCA, electron tube division, announces two new general-purpose high-mu tv i.f. triodes (RCA-6DT8 and RCA-12DT8) of 9-pin miniature type, intended for use as rf amplifier tubes and as combined oscillator-mixer tubes in fm tuners. Also announced was new high-perveance beam power tube (RCA-6973) of 9-pin miniature type, designed for use as power amplifier in high-fidelity audio equipment.

General Electric announces publication of second edition of *Transistor Manual*, containing basic information on transistors and their use in electronic circuits.

Hallicrafters Co., Chicago, announces appointment of Raytheon Mfg. Co.'s international operations as exclusive export distributor for its communications equipment. **George E. McGrath,** formerly export sales manager of National Co. (electronic equipment), named to head international operating division.

Filmercial Productions Formed By Filmaster, Studio Film Merger

The merger of Filmaster Productions and Studio Film Service, to be called Filmercial Productions, was announced last week. The merger will be for the production of commercials, leaving the two firms independent in their other operations.

SFS will move into the present headquarters of Filmaster at California Studios in Hollywood. In addition to space already occupied by Filmaster, Filmercial Productions is taking over more stage space and four other buildings at California Studios.

James H. Chapin, former general manager of UPA Enterprises, will join Filmercial as general manager. "Filmercial is designed to fill an existing need in the industry, by providing sponsors and agencies with all elements of commercial production at a one-stop, centralized location," Mr. Chapin said.

Second 'Horror' Package Offered

Boris Karloff and Bela Lugosi, "horror" twins of the movies some years ago, may be headed for second stardom via tv features. The second feature film distributor in the past few weeks, AAP Inc., announced it would join the parade toward "mystery-horror" films by offering a package of 52 features selected from its Gold Mine library. Screen Gems already is selling "horror" films (many starring Mr. Karloff) from the Universal Pictures package it has acquired and has declared "National Weird Week." Among AAP's titles: "Face of Marble," "Revenge of the Zombies," "The Phantom of Chinatown," "The Ape" and "The Living Ghost."

Horton to Telestudios Sales

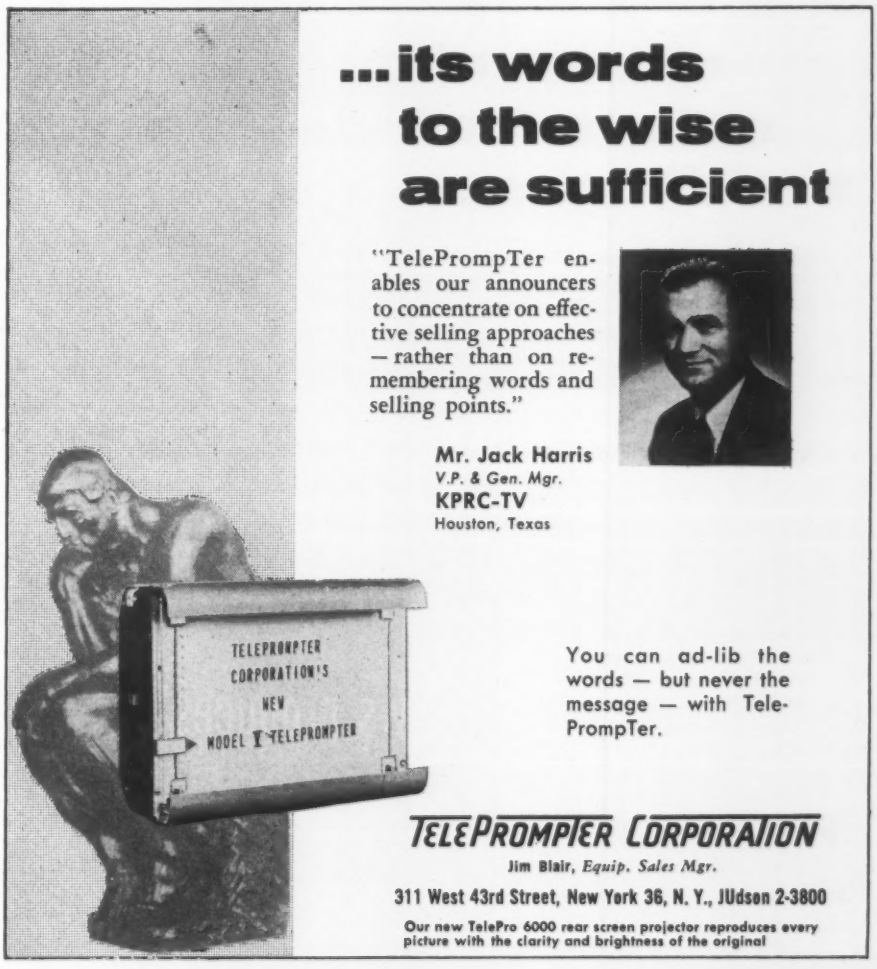
King Horton, radio-television account executive with McCann-Erickson, New York, has joined Telestudios Inc., that city, as vice president in charge of sales. With CBS Radio and CBS-TV for years, Mr. Horton served successively in radio network sales, assistant general manager of the network's WEEI Boston, eastern sales manager of CBS-TV and Pacific sales manager of both radio and tv networks.

MR. HORTON

He left CBS in 1953 to form his own industrial film company, Royal Enterprises Inc.

NTA Sells 'Cochise' in 70 Cities

National Telefilm Assoc.'s new *Sheriff of Cochise* film series has been sold in 70 markets, Harold Goldman, NTA vice president


...its words to the wise are sufficient
"TelePrompTer enables our announcers to concentrate on effective selling approaches — rather than on remembering words and selling points."
Mr. Jack Harris
V.P. & Gen. Mgr.
KPRC-TV
Houston, Texas
TELEPROMPTER CORPORATION'S NEW MODEL I TELEPROMPTER
You can ad-lib the words — but never the message — with TelePrompTer.
TELEPROMPTER CORPORATION
Jim Blair, Equip. Sales Mgr.
311 West 43rd Street, New York 36, N. Y., JUdson 2-3800
Our new TelePro 6000 rear screen projector reproduces every picture with the clarity and brightness of the original

in charge of sales, announced Thursday.

White King Soap Co., through Erwin, Wasey & Co., has renewed its sponsorship of the series in 38 western markets, he said, while new advertiser buys include West End Brewing Co. and General Cigar Co. The brewing company, through Cohen & Aleshire, will use *Sheriff of Cochise* to advertise Utica Club beer in seven New York markets—Utica, Binghamton, Buffalo, Schenectady, Syracuse, Watertown and Rochester. General Cigar will use WBNQ (TV) Chicago and WBAL-TV Baltimore for White Owl cigars, placed by Young & Rubicam.

ABC Film Sells '26 Men' Abroad

First foreign market sale of ABC Film Syndication Inc.'s *26 Men*, half-hour film western series, was made last week to Amalgamated Television Services for telecast on two Australian stations in Sydney and Melbourne, both on ch. 7, according to Don L. Kearney, vice president in charge of sales. Also sold to both Australian markets was *Sheena, Queen of the Jungle*. ABC Film also reported sale of *The Three Musketeers* to Pep Soft Drink Co. for telecast in Mexico City starting immediately.

Dash Heads New Film Group

Dave Dash, Cornell Films executive, has been appointed president of a new film company, Carousel Films Inc., with offices at 1501 Broadway, New York. The company will distribute films for the 16mm non-theatrical market and television. Carousel Films has acquired 13 feature films produced in Europe by Burt Balaban under the Princess Pictures banner. None of these films have been released for theatrical or non-theatrical use.

NTA Promotes Schlaffer

Marvin Schlaffer, an executive with National Telefilm Assoc. since May 1956, has been named assistant general manager of Famous Films-Programs for Television, it was announced Thursday by Edward M. Gray, vice president in charge of the NTA division servicing tv stations with low-budgeted syndicated re-runs and feature motion pictures. Before joining NTA, Mr. Schlaffer was with Emil Mogul Co., New York.

ZIV SURVEY SHOWS FILM CLIENTELE IS BECOMING MORE DIVERSIFIED

Who buys what and how? Ziv Television Programs Inc., in an effort to prove to advertisers and agencies that sponsorship of syndicated film programming is becoming more diversified as time rolls on, last week released a study conducted on seven of its packages.

Where once the sponsorship maxim seemed to be "detectives for beer . . . cowboys for milk," Ziv points out, there is a decided shift away from bulk sponsorship by breweries, auto dealers and bakeries.

Analysis was conducted on the following shows: *Harbor Command* (137 markets), *New Adventures of Martin Kane* (163 markets), *Highway Patrol* (211 markets), *Dr. Christian* (182 markets), *Men of Annapolis* (192 markets), *The Man Called X* (138 markets) and *The Cisco Kid* (176 markets). Not included were those Ziv programs now being sold direct to stations only through Ziv's re-run subsidiary, Economee Tv: *I Led Three Lives, Boston Blackie, Dangerous Assignment, Meet Corliss Archer* and the *Eddie Cantor Comedy Theatre*.

Brewers and oil tycoons apparently are beginning to take a back seat to the burgeoning food industry: For *The Man Called X*, food advertisers have nudged out the refineries 26% to 20%, while in *Martin Kane*, the beer-wine group's lead over food products is dwindling to 2%.

The malt-and-hops industry is still running strong on *Highway Patrol*, due to the satisfaction with the Brod Crawford cops and robbers series by P. Ballantine & Sons, Newark; likewise, with such "he-man appeal" series as *Harbor Command*, it seems unlikely that breweries will be dethroned, witness Theo. Hamm Brewing Co.'s 57-market lineup on the *Harbor* program. But where programs have less a male slant and more "family appeal," for example, *Dr. Christian* and *Men of Annapolis*, the beers are going flat in favor of food manufacturers, retail chains and supermarkets.

On another line in the beverage front, *Cisco Kid*, a perennial standby with the youngsters, it's soft drink bottlers, not brewers. Smart film buyers and advertisers, a Ziv spokesman declared last week, apparently know on which side their bread is

BREAKDOWN ON SALES OF THE SEVEN SERIES

	Harbor Command	Martin Kane	Highway Patrol	Men of Annapolis	Dr. Christian	The Man Called X	Cisco Kid
No. of markets	137	163	211	192	182	138	176
% Sold direct to stations	35	41	35	40	42	39	38
% Sold direct to advertisers	65	59	65	60	58	61	62
Sponsor classification (%)							
Brewers	57	[b]28	26	—	7	17	—
Food products	17	26	24	40	30	26	65
Drug products	14	—	—	—	—	—	—
Banks & insurance	[a]6	11	9	8	[d]6	[e]6	—
Retailers	—	21	17	[c]15	35	15	23
Auto dealers	—	14	12	—	9	14	—
Oil companies	—	—	12	18	—	22	—
Utilities	—	—	—	4	—	[e]	—
Household supplies	—	—	—	10	—	—	—
Hospital plans & optical firms	—	—	—	—	13	—	—
Soft drinks	—	—	—	5	—	—	7
Miscellaneous	6	—	—	—	—	—	5

[a] Specifically reported as insurance & finance.
[b] Specifically reported as brewers & wines.
[c] Specifically reported as supermarkets & retailers.
[d] Specifically reported as banks only.
[e] Specifically reported as banks & utilities.

Principal regional advertisers (and number of markets used):

Harbor Command—Hamm's Brewery (57), Miles Labs (18).

Martin Kane—Anheuser Busch (12), Texas State Optical (4), Kruger Co. (4).

Highway Patrol—P. Ballantine & Sons (25), Lion Oil Co. (10), Kruger Co. (12), Weidemann Brewery (5), Top Value Stamps (7).

Men of Annapolis—Ohio Oil Co. (11), Quality Bakers of America (18), Carnation Co. (17), Fuller Paint Co. (19).

Dr. Christian—Colonial Stores (15), Hekman Biscuits (10), Adolph Coors (6), S&W Fine Foods (8).

The Man Called X—Ohio Oil Co. (13), Blatz Brewery (7), Cities Service Oil (6).

Cisco Kid—Interstate Bakeries (70), Shedd-Bartush Foods (2), Farm Bureau Insurance (4), Eddy Baking Co. (5).

buttered. Children love bread; therefore, bakeries sell it through such shows as *Cisco*. A case in point: Interstate Bakeries Corp., Kansas City, which through its two agencies has signed for *Cisco* in 70 markets. *Cisco* has been one of Ziv's oldest—and most successful—film series.

Ziv officials also detect a definite shift to agency-advertisers sales. Where once stations themselves signed with Ziv, then sold programming sponsorship to local or regional advertisers, the trend today seems to be away from direct station purchases. On the average, advertisers today account for 61% of all Ziv sales, with four out of five Ziv sales made to agencies.

Pointing to such clients as Ballantine, Miles Labs and Anheuser-Busch, M. J. Rivkin, Ziv Tv sales vice president, last week asserted that more and more national advertisers are discovering syndicated film properties; and while Ziv may not have as many national clients as it would like to, it claims to be increasing its roster of regional advertisers.

Guild Announces Safari Series

Guild Films, New York, has announced a new tv series, *The Michaels in Africa*, which depicts the authentic adventures of a safari-hunting family, for regional and syndication sale.

The first market sales of the program has been made to KOMO-TV Seattle and WCKT (TV) Miami, it was announced by John Cole, vice president for sales. In accordance with policy, *The Michaels in Africa* is Guild's third series to be produced in color on location. Thirty-nine episodes are being shot by George Michael, hunter of Pretoria, South Africa.

David Haft to Produce 'Canyon'

David Haft will produce a new tv film series, *Steve Canyon*, for an undisclosed tv production company beginning in October. Several aspirants are testing for the title role and one will be picked this week, it was reported. "Steve Canyon" is the name of a comic strip character drawn by Milton Caniff for syndication in approximately 400 newspapers. Mr. Haft has acquired the rights to the comic strip from King Features.

CFI Offers Film Calculator

A slide-rule type calculator for determining the footage and cost of either 16 mm or 35 mm film if the running time is known has been issued by Consolidated Film Industries. One side of the device shows running time in seconds, footage and frames; setting any one correctly gives the figures for the other two. The other side shows running time in minutes, footage and cost, and again, setting any one at the right point will give the information for the other two factors. Consolidated Film Industries is offering the estimator without charge to anyone concerned with the purchase, sale or use of tv film. Requests should be sent to the CFI office in either New York, 521 W. 57th St., or Hollywood, 959 Seward St.

'26 Men' Filming Begins

A new tv film series *26 Men*, went before the cameras in Phoenix last Aug. 19 with Russell Hayden producing and Tris Coffin as the star. The series, based on the real-life exploits of the 26 law-enforcement officers making up the Arizona Rangers and reportedly the first tv series ever to be filmed completely in Arizona, will be offered to stations and advertisers by ABC Film Syndication Inc.

RANDOM SHOTS

Television Programs of America, New York tv film producers and distributors, has retained Jay Emmett Assoc., character merchandising organization, for licensing three of TPA's tv film series. Programs are *Fury*, New *Adventures of Charlie Chan*, and *Captain Gallant of the Foreign Legion*.

Derel Producing Assoc., N. Y., announces negotiations with Governor Television Attractions giving latter "sole and exclusive rights" to represent DPA property, *On the Goal Line With Herman Hickman*, in sale to all U. S. markets. DPA reports 13-week filmed football-forecast series has been sold in 10 markets to date.

MGM-TV will begin production next Monday of all-color pilot film for its new half-hour "adult action" series, *Northwest Passage*, it was announced last week. Pilot will be produced by Adrian Samish with Sam Marx as executive producer. *Northwest Passage* is based on novel by Kenneth Roberts.

THE ACTORS

Universal-International Pictures has come to feel that movies can best be sold by cashing in on the acknowledged popularity of radio platter-spinners. How to accomplish this? Simple. Appeal to their acting "ability." A number of disc jockeys have thus been invited to Hollywood to make their motion picture debuts, small parts of course—at least in the beginning. Among the first of the new "picture stars" scheduled to arrive in the film capital were Paul Berlin, KNUZ Houston; Ed Bonner, KXOK, St. Louis; Bob Clayton, WHDH Boston; Bill Dawes, WCPO Cincinnati; Buddy Deane, WITH Baltimore; Ed McKenzie, WXYZ Detroit; Art Pallin, KDKA Pittsburgh; Bill Randle, WERE Cleveland; George Singer, KLIF Dallas.

Screen Gems, N. Y., reports sales of new tv film series, *Casey Jones*, has reached 45 mark. Latest stations to sign for series are WGN-TV Chicago, WCUE-TV Wilmington, Del., KOAT-TV Albuquerque, N. M., KGNC-TV Amarillo, Tex., and KBOI-TV Boise, Idaho.

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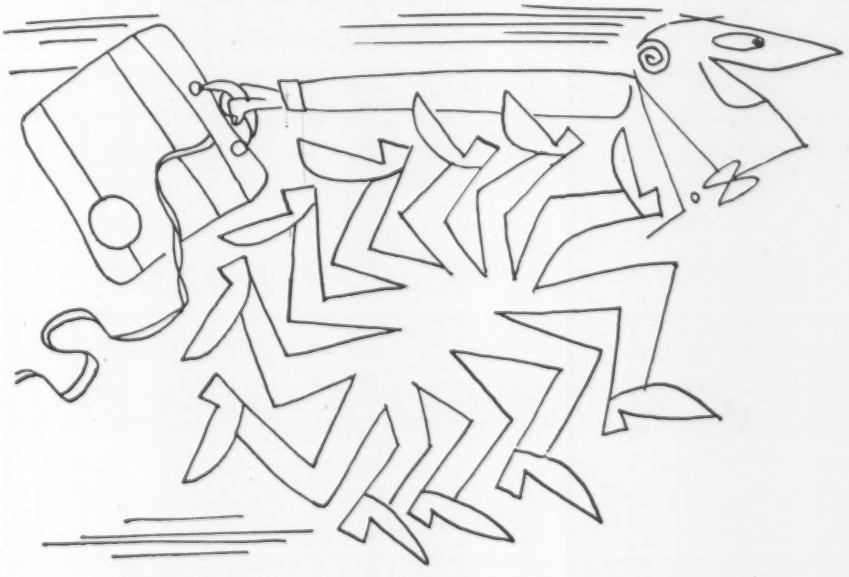

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TAX RULING ON AFFILIATION DEDUCTIONS

The Internal Revenue Service last Monday ruled that purchasers of tv stations may not claim as income tax deductions depreciation on the value of network affiliations and certain advertising contracts gained in the purchase [B•T, Aug. 26]. Following is the complete text of the ruling (see story, GOVERNMENT).

26 CFR 1.167(a)-3: Intangibles. Rev. Rul. 57-377

For Federal income tax purposes, television network affiliation contracts and local and national spot advertising contracts of a broadcasting station which are acquired in a purchase of the entire broadcasting station are not subject to the allowance for depreciation provided by section 167 of the Internal Revenue Code of 1954.

The Internal Revenue Service has been requested to state its position with respect to depreciation, for Federal income tax purposes, of television network affiliation contracts and local and national spot advertising contracts of a broadcasting station which are acquired in a purchase of the entire broadcasting station.

A corporation purchased an operating television broadcasting station. One of the assets acquired in the purchase is a television broadcasting license. The Federal Communications Commission approved the transfer of the television broadcasting license from the seller to the buyer. The corporation allocated the purchase price of 6x dollars to the following assets:

Physical assets (land, building, broadcasting equipment, furniture, and mixture)	1x dollars
Goodwill	1x dollars
Local and national spot advertising contracts	1x dollars
Network affiliation contract with a principal network	3x dollars
Total purchase price	6x dollars

As a consequence of the purchase of the television station, the taxpayer acquired, among other things, a complete going business and the right to telecast programs in a specific metropolitan area of considerable size.

The foregoing allocation by the corporation reflects no value for the Federal Communications Commission license to broadcast. In this connection, see Revenue Ruling 56-520, C. B. 1956-2, 170, in which it is held that the expenditures incurred by a taxpayer to obtain permission from Federal Communications Commission to operate a television broadcasting station on a certain channel constitute capital expenditures which may not be depreciated. Compare *General Teleradio, Inc. v. District of Columbia*, D. C. T. C. Docket No. 1423, affirmed per curiam, 230 Fed. (2d) 830.

The network organization agreed to the assignment of the network affiliation contract from the seller to the buyer. Under the affiliation contract, the network offers to the broadcasting station a variety of network programs, both sponsored and unsponsored. The broadcasting station has the right of first refusal, good for 72 hours, as against any other station in the area, with respect to network programs offered to it.

The affiliation contract provides that specific time periods in each day—usually the best broadcast hours—are designated as network optional time. Upon considerable advance notice from the network, the station will cause to be broadcast any sponsored program offered to it during the network optional time.

For such network optional time of the broadcasting station as the network actually uses for sponsored programs, the network makes payment to the station in accordance with a schedule of rates set forth in the affiliation contract. The network reserves the exclusive right to change at any time the schedule of rates it pays to the station for use of station time for sponsored programs. In the event the network proposes to decrease the rates payable to the station, the network must give the station adequate advance notice of such decrease prior to the effective date thereof. The station may then terminate the affiliation contract as of the effective date of the decreased rate.

In the event the transmitter location, power, frequency or hours, or manner of operation of the station is changed at any time so that the station is less valuable as a network outlet than it was at the time the affiliation contract was entered into, the network has the right to terminate the affiliation contract on 30 days' notice.

The network makes available to the station sustaining or unsponsored programs. If the station desires such programs, it pays for them at a fixed hourly rate. The station in turn agrees to make available to the network unsponsored programs produced by the station at rates mutually agreed upon.

The affiliation contract contains other general provisions setting forth the method of operation between the network and the station.

While an affiliation contract is a business contract, the regulations of the Federal Communications Commission provide that the station may not enter into such a contract for a term in excess of two years. The affiliation contract provides that it shall be renewed on the same terms and conditions for a further period of two years, and so on for successive further periods of two years each unless and until either party shall, at least three months prior to the expiration of the then current term, give the other party written notice that it does not desire to have the contract renewed for a further period.

By entering into affiliation contracts of this type with numerous independent stations throughout the country, the network has been able to establish and maintain a nationwide television network available as an advertising medium to the commercial enterprises of the country.

Section 1.167(a)-3 of the Income Tax Regulations, relating to depreciation allowable on intangible assets, provides in part as follows:

Intangibles. — If an intangible asset is known from experience or other factors to be of use in the business or in the production of income for only a limited period, the length of which can be estimated with reasonable accuracy, such an intangible asset may be the subject of a depreciation allowance. Examples are patents and copyrights. An intangible asset, the useful life of which is not limited, is not subject to the allowance for depreciation. No allowance will be permitted merely because, in the unsupported opinion of the taxpayer, the intangible asset has a limited useful life. No deduction for depreciation is allowable with respect to good will. * * *.

A network affiliation contract is of distinct benefit to the station as well as to the network. By reason of the network contract, the station can reasonably expect a substantial amount of revenue from the network through its commercial sponsors. By reason of the network programs, local and national non-network sponsors are attracted to the station which produces the station's remaining source of income.

Through the network contract, the network is enabled to furnish a national sponsor/advertiser simultaneous access to the most important consumer markets throughout the country. By reason of the network contract, the network is assured of the time available in each market for a network program. This in turn permits the network to charge its sponsor/advertiser substantial rates for broadcast time. In addition, the sponsor/adveritser in its effort to sell its product or service endeavors to present as highly an entertaining program as possible. Good programs attract a large audience. This in turn enhances that value of the network to other advertisers who may wish to precede or follow any particularly important program. This results in additoinal sponsor revenue to the network.

It thus can be seen that it is to the interest of both the network and the station to remain affiliated for as long as possible in order to provide a continuing level of audience so as to attract commercial sponsors for both the network and the station.

In television the network organization is fairly stable. The network attempts to retain its outlet in a particular market area in order to obtain network identification among the audience. Thus, in the industry a cancellation or termination of a station's single network affiliation contract represents an unusual exception to the rule of long-continued affiliation.

The very existence and profitability of a network arrangement depend upon a fairly permanent relationship between the network and the station. The network must be able to assure the sponsor/advertiser in advance of the audience he desires to reach. Only through the network contract has this been possible. The cancellation or termination of a satisfactory network station arrangement is not lightly considered. Such cancellation or termination, if it takes place at all, is based on the existence of economic circumstances at the time cancellation or termination is considered and has no relationship to the two-year period of the network contract.

This matter may be viewed from the standpoint of goodwill. Radio and television broadcasting constitutes an advertising medium in competition with newspapers, magazines, car cards, etc. The network affiliation contract represents the arrangement between the customer, that is, the network, and the broadcasting station. The customer pays for the sponsored time of the station that it uses at rates fixed by the customer. Only the customer can change the rates it will pay for the station's time that it uses.

The corporation in buying the television broadcasting station acquired a going business in a metropolitan area of considerable size. One of the considerations by the corporation in concluding that the purchase price was not excessive was the comparison of the purchase price to the future earnings of the station over the next five years based on past experience. In this connection, see A. R. M. 34, C. B. 2, 31 (1920), providing for various methods of valuing goodwill.

In general the value of a television broadcasting station operating under stable conditions tends to increase with the passage of time due to the relative youth of the industry and the physical, as well as Federal Communications Commission, limitations on the number of stations that may broadcast in a specific area.

Many businesses have only one or two important customers, which customers account for a very significant percentage of the net earnings of the business. The loss of an important customer results in a corresponding loss in earnings unless that customer is replaced by others or the business is reoriented in some manner to overcome the effect of the lost customer on the business. The loss of a principal network through the loss of the affiliation contract affects a broadcasting station in the same manner that the loss of a good or principal customer affects other businesses. The network revenue is lost and the earnings decline unless another network will become a customer or unless an aggressive selling campaign can be effectuated to overcome the loss. It is noted that in radio it was aggressive selling that overcame the slump in radio resulting from the loss in network business in general and television popularity in particular.

Accordingly, it is held that, for Federal income tax purposes, a network affiliation contract which is acquired in a purchase of an entire broadcasting station does not qualify as property subject to the allowance for depreciation provided by section 167 of the Code.

Local and national spot contracts are customer contracts for spot time on regular station broadcasts. Advertisers want their programs and spot announcements associated with and adjacent to the more popular network programs. While such contracts cover varying periods of time, a substantial portion is usually renewed by the advertisers in the ordinary course of business. Viewed in this light, these contracts constitute goodwill of the broadcasting station; as such, it is not subject to depreciation. Compare Anchor Cleaning Service, Inc., 22 T. C. 1029.

No opinion is expressed (1) whether any portion of the excess of the purchase price of the broadcasting station over the value of the tangible assets is properly allocable to the network affiliation contract, or (2) whether a taxpayer sustains a deductible loss upon termination or cancellation of a network affiliation contract where it continues in the broadcasting business.

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CBS-TV

Color schedule cancelled for summer.

NBC-TV

Sept. 2-6, 9-11 (1:30-2:30 p.m.) *Club 60*, participating sponsors.

Sept. 2, 3, 5, 6, 9-11 (3-4 p.m.) *Matinee Theatre*, participating sponsors.

Sept. 2 (9:30-10 p.m.) *Arthur Murray Party*, Bristol-Myers through Young & Rubicam.

Sept. 4, 11 (9-10 p.m.) *Kraft Television Theatre*, Kraft Foods Co. through J. Walter Thompson Co.

Sept. 5 (10-11 p.m.) *Lux Video Theatre*, Lever Bros. through J. Walter Thompson Co.

Sept. 7 (8-9 p.m.) *Julius La Rosa Show*, participating sponsors.

Sept. 7 (10:30-11 p.m.) *Your Hit Parade*, American Tobacco Co. through BBDO.

Sept. 8 (9-10 p.m.) *Goodyear Playhouse*, Goodyear Tire & Rubber Co. through Young & Rubicam.

Station Authorizations, Applications

(As Compiled by B • T)

August 22 through August 28

Includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes and routine roundup.

Abbreviations:

DA—directional antenna. cp—construction permit. ERP—effective radiated power. vhf—very high frequency. uhf—ultra high frequency. ant.—antenna. aur.—aural. vis.—visual. kw—kilowatts. w—watt. mc—megacycles. D—day. N—night. LS—local sunset. mod.—modification. trans.—transmitter. unl.—unlimited hours. kc—kilocycles. SCA—subsidiary communications authorization. SSA—special service authorization. STA—special temporary authorization. *—educ.

Am-Fm Summary through August 28

	On Air	Licensed	Cps	Appls. Pending	In Hearing
Am	3,024	3,010	282	413	144
Fm	539	519	54	68	0

FCC Commercial Station Authorizations

As of June 30, 1957 *

	Am	Fm	Tv
Licensed (all on air)	3,044	519	344
Cps on air	3,079	530	519
Cps not on air	159	31	132
Total authorized	3,238	561	651
Applications in hearing	153	3	87
New station requests	322	24	79
New station bids in hearing	109	0	50
Facilities change requests	185	8	46
Total applications pending	975	134	366
Licenses deleted in June	1	3	0
Cps deleted in June	1	0	0

*Based on official FCC monthly reports. These are not always exactly current since the FCC must await formal notifications of stations going on the air, ceasing operations, surrendering licenses or grants, etc. These figures do not include noncommercial, educational fm and tv stations. For current status of am and fm stations see "Am and Fm Summary," above, and for tv stations see "Tv Summary," next column.

Tv Summary through August 28

Total Operating Stations in U. S.:

	Vhf	Uhf	Total
Commercial	389	88	477[1]
Noncomm. Education	18	5	23[2]

Grants since July 11, 1952:

(When FCC began processing applications after tv freeze)

	Vhf	Uhf	Total
Commercial	362	327	678[3]
Noncomm. Educational	27	21	48[3]

Applications filed since April 14, 1952:

(When FCC began processing applications after tv freeze)

	New	Amend.	Vhf	Uhf	Total
Commercial	1,095	337	867	589	1,454[4]
Noncomm. Educ.	67		38	33	68[4]
Total	1,162	337	905	622	1,522[5]

[1] 177 cps (33 vhf, 144 uhf) have been deleted.
[2] One educational uhf has been deleted.
[3] One applicant did not specify channel.
[4] Includes 48 already granted.
[5] Includes 725 already granted.

New Tv Stations

APPLICATIONS

St. Petersburg, Fla.—Suncoast Cities Bcstg. Corp. vhf ch. 10, 192-198 mc; ERP 316 kw vis., 158 kw aur.; ant. height above average terrain 1005 ft., above ground 1031 ft. Estimated construction cost $1,459,654, first year operating cost $825,577, revenue $1,129,126. P. O. address 110 Fifth St., South St. Petersburg, Fla. Studio location St. Petersburg, Fla. Trans. location Pasco Fla. Geographic coordinates 28° 11′ 48″ N. Lat., 82° 46′ 00″ W. Long Trans.-ant. RCA. Legal counsel Fly, Shuebruk, Blume and Gaguine, Washington 4, D. C. Consulting engineer George C. Davis, Washington 4, D. C. Principals include **Hurley W. Holland, Ed C. Wright,** and **Harry R. Playford** (each 15.4%) and others. Mr. Holland is attorney and businessman; Mr. Wright has hotel and real estate interests; Mr. Playford, banker and businessman, was former board chairman of WNEW Inc. New York. Announced Aug. 28.

Erie, Pa.—The Jet Bcstg. Co. Inc. uhf ch. 66, 782-788 mc; ERP 231.5 kw vis., 116.25 kw aur.; ant. height above average terrain 9.79 ft., above ground 241.75 ft. Estimated construction cost $235,000, first year operating cost $388,000, revenue $405,000. P. O. address 18th and Ash Sts., Erie, Pa. Studio location Erie, Pa. Trans. location Erie, Pa. Geographic coordinates 42° 07′ 28″ N. Lat., 80° 03′ 54″ W. Long. Trans.-ant. GE. Legal counsel Harry J. Daly, Wash., D. C. Consulting engineer John H. Mullaney, Wash., D. C. Owners are **Myron Jones** (63.5%) and **William Fleckenstein** (36.5%). Mr. Jones is majority owner of **WJET Erie, Pa.,** sole owner of **WHOT Campbell, Ohio** and 32% owner of **WTIV Titusville, Pa.** Mr. Fleckenstein is general manager of WHOT and vice president of WJET. Announced Aug. 23.

New Am Stations

APPLICATIONS

Boaz, Ala.—Marshall County Bcstg. Co. 1240 kc, 250 w unl. P. O. address 1073 50 St. Ensley, Birmingham 8, Ala. Estimated construction cost $10,452, first year operating cost $19,620, revenue $21,000. **Vearl Cicero** is sole owner. Mr. Cicero is communication engineer. Announced Aug. 26.

Wilson, N. C.—Harry A. Epperson Jr., 1350 kc, 1 kw D. P. O. address Box 87, Petersburg, Va. Estimated construction cost $14,795, first year operating cost $42,000, revenue $48,000. **Harry Epperson Jr.** is sole owner. Mr. Epperson also owns **WPVA**

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Real estate valued at $35,000. Profits $50,000 annually. 29% down.	High appreciation opportunity. $60,000 down. Well financed.	Number one station in a booming market. $40,000 down.	Terms are available on this 250-watter. Exceptional equipment. Single-station market.	Fulltime station in $3,000,000 retail sales market. Half cash.
WASHINGTON, D. C. Wm. T. Stubblefield 1737 DeSales St., N. W. EX 3-3456	**CHICAGO, ILL.** Ray V. Hamilton Barney Ogle Tribune Tower DE 7-2754	**ATLANTA, GA.** Jack L. Barton 1515 Healey Bldg. JA 3-3431	**DALLAS, TEX.** Dewitt (Judge) Landis Fidelity Union Life Bldg. RI 8-1175	**SAN FRANCISCO** W. R. (Ike) Twining 111 Sutter St. EX 2-5671

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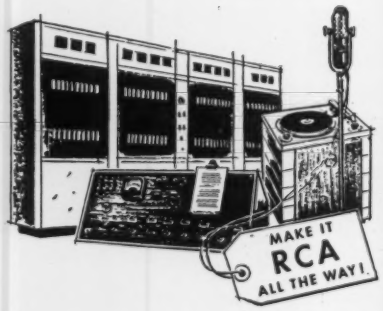

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Colonial Heights-Petersburg, Va. Announced Aug 27.

Klamath Falls, Ore.—KLAD Bcstrs., 960 kc, 5 kw D. P. O. address Myer Feldman 1418 Sheridan St., N. W., Washington, D. C. Estimated construction cost $15,000, first year operating cost $48,000, revenue $52,000. Owners are **Burton Levine, Rose L. Lerner, Myer Feldman** (each 30%), **Bessie Von Zamft** and **Melanie Thurman** (each 5%). This application contingent on grant of sale for KLAD. [For The Record, Aug. 26.] Announced Aug. 22.

Jeannette, Pa.—Jeannette Bcstg. Co. 1590 kc, 500 w D. P. O. address John J. Keel, 1121 E. Capitol St., Washington 3, D. C. Estimated construction cost $14,584, first year operating cost $35,000, revenue $50,000. Owners are **John J. Keel** (50%) and **Lloyd W. Dennis Jr.** (50%). Mr. Keel, radio consulting engineer and businessman, is president and one-third owner of **WCRO Johnstown, Pa.** Mr. Dennis also has one-third interest in WCRO and is vice president of **WTOP Washington, D. C.** Announced Aug. 23.

New Fm Stations

APPLICATIONS

Oakland, Calif.—Daniel Xavier Solo, 98.1 mc, 1.22 kw unl. P. O. address 3400 Crane Way, Oakland, Calif. Estimated construction cost $3,245, first year operating cost $6,400, revenue $7,200. **Daniel Xavier Solo** will be sole owner. Mr. Solo is engineer with **KSAY San Francisco.** Announced Aug. 22.

San Francisco, Calif.—Sherrill C. Corwin, 104.5 kc, 29.92 kw unl. P. O. address 122 S. Robertson, Los Angeles, 48, Calif. Estimated construction cost $28,700, first year operating cost $25,000, revenue $20,000. **Sherrill C. Corwin** is sole owner. Mr. Corwin is 15% owner **KAKE-AM-TV Wichita, Kan.**, minority stockholder in **KPRO Riverside, KROP Brawley, KYOR Blythe, KREO Indio** all Calif., and permittee **KABY-TV San Francisco,** applicant for ch. 34 Los Angeles and 1190 kc at Anaheim-Fullerton, both Calif. Announced Aug. 27.

San Jose, Calif.—The Audio House Inc. 104.5 mc, 3.8 kw unl. P. O. address 1506 Cherry Valley Drive, San Jose 25, Calif. Estimated construction cost $3,382, first year operating cost $3,600, revenue $4,200. Owners are **Edward W. Meece, Ethel B. Meece** and **Richard H. Shields.** No stock has been issued or subscribed. Mr. Meece is engineer; Ethel Meece is housewife; Mr. Shields is attorney. Announced Aug. 28.

Albermarle, N. C.—Radio Station WABZ Inc. 100.9 mc, .7548 kw unl. P. O. address Box 226, Albermarle, N. C. Estimated construction cost $4,900, first year operating cost $3,600, revenue $3,600. Owners are **Stanton P. Williams, E. Keith Almond, J. O. Ivester** and **W. J. Page** (each 25%). They are also equal owners of **WABZ Albemarle.** Announced Aug. 28.

Franklin, N. C.—Macon County Bcstg. Co. 94.5 mc, 4.35 kw unl. P. O. address Henry G. Bartol Jr., Box 1317, Tyron, N. C. Estimated construction cost $8,400, first year operating cost $3,420, revenue $5,000. **Macon County Bcstg.** is owned by **Graves Taylor, Henry G. Bartol Jr.** and **John E. Boyd.** Messrs. Taylor and Bartol are financing this new station, with the following ownership percentages contingent on the grant of this application: Messrs. Taylor and Bartol (each 38.6%); Mr. Boyd (22.8%). Announced Aug. 22.

Houston, Texas—James R. Corry, 97.9 mc, 10.7 kw unl. P. O. address 5018 Hull, Houston, Texas. Estimated construction cost $6,600, first year operating cost $10,000, revenue $10,000. **Mr. Corry,** Texas businessman, will be sole owner. Announced Aug. 27.

Ownership Changes

APPLICATIONS

WTBC-AM-FM Tuscaloosa, Ala.—Seeks assignment of license from **Mrs. Lamar Branscomb** of **Tuscaloosa Bcstg. Co.** to **Bertram Bank** of Tuscaloosa Bcstg., formerly equal partners, in a dissolution of partnership for $32,500. Mr. Bank is president, general manager and commercial manager of WTBC-AM-FM. Announced Aug. 23.

KCOP (TV) Los Angeles—Seeks assignment of license from **The Copley Press Inc.** to **KCOP Television Inc.** for $4,000,000. Owners of KCOP Television Inc. are **Harry L. (Bing) Crosby Jr., Kenyon Brown, George L. Coleman** and **Joseph A. Thomas** (each 25%). Mr. Crosby owns 6.12% interest in **KGLC Miami, Oklahoma** and is vice president and 25% owner of **KFEQ-AM-TV St. Joseph, Mo.** Kenyon Brown is 49.99% owner of **KANS Wichita, Kansas,** president and 25% owner of KFEQ-AM-TV, licensee of **KLYN Amarillo, Texas,** vice president and 22.15% owner of KGLC, licensee of **KWFT Wichita Falls, Texas.** Mr. Coleman is vice president and 25% owner of KFEQ-AM-TV, has interest in KGLC. Mr. Thomas has 25% interest in KFEQ-AM-TV. Announced Aug. 27.

KPAL Palm Springs, Calif.—Seeks acquisition of positive control of licensee corporation (KPAL Bcstg.) by Harry Maizlish through the purchase of stock (50%) from Bautzer & Grant for $5,000 cash, plus assurance certain notes will be paid. Mr. Maizlish, who will own 85% of KPAL, is owner and general manager of **KRHM** (FM) and has interest in **KFWB** both Los Angeles. Announced Aug. 26.

KGLN Glenwood Springs, Colorado—Seeks relinquishment of positive control of licensee corp. by **Rex G. Howell** through gift of stock (1%) to **Jerry Fitch,** thus making the corp. equally controlled between the two. Messrs. Howell and Fitch have interests in **KREX-AM-TV Grand Junction, Colo.**; Mr. Howell is president and general manager and Mr. Fitch is executive vice president and sales manager. Mr. Howell also has interests in **KFXJ-TV Montrose, Colo.** Announced Aug. 28.

KBCL Bossier City, La.—Seeks assignment of cp from **Bossier Bcstg. Service** to **Bossier Bcstg. Service Inc.** as dissolution of partnership for which two remaining partners, **E. W. Mahone Jr.** and **Howard A. Bridge Jr.**, received 21 shares each of stock of new corporation, which stock has par value of $100 per share. Owners of Bossier Bcstg. Inc. are **Charles C. DeGravelles** (20%), H. A. Bridge Jr. and E. W. Mahone Jr. (each 16.15%), **Paul H. DeClouet Jr.** and **Jean Anne DeClouet** (each 15.46%), **Paul H. DeClouet** and **Thomas A. DeClouet** (each 4.54%) and **Ben T. Johnson** (7.70%). Mr. DeGravelles is a Louisiana businessman with 4% interest in **KLFY-TV Lafayette, La.** Mr. Bridge is manager and 25% owner of **KMHT Marshall, Tex.**; Mr. Mahone is also 25% owner of KMHT. Mr. DeClouet Jr. has warehousing interests; Jean DeClouet is secretary; Ben Johnson is in real estate; Paul DeClouet has stock in **KLFY-TV Lafayette, La.** (18.75%), **KEUN Eunice, La.,** (25%), **KVPI Ville Platte, La.** (20%) and other businesses; Thomas A. DeClouet has same broadcasting interests as Paul DeClouet. Announced Aug. 23.

KTBS-AM-FM Shreveport, La.—Seeks assignment of license from **KTBS Inc.** to **Foster & Assoc. Inc.** for $200,000. Foster & Assoc. Inc. is controlled by **B. R. McLendon** (85% owner). B. R. McLendon and **Gordon B. McLendon** (10% of KTBS-AM-FM) are principal stockholders of **KLIF Dallas** and **KILT Houston,** both Tex., and sole stockholders of **KTSA San Antonio, Tex.** Announced Aug. 23.

KFEQ-AM-TV St. Joseph Mo.—Seeks assignment of license from **Midland Bcstg. Co.** to

East
$135,000.00
Well-established property with solid 10-year earnings record. Presently showing excellent profit. Real estate included. Half cash required, with balance payable over 5 years.

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KFEQ Bcstg. Co. for $841,091. KFEQ Bcstg. Co. is owned by **Jesse D. Fine, Oscar K. Fine** (each 32.5%) and others. Messrs. Fine have theatre interests. Announced Aug. 28.

KANA Anaconda, Mont.—Seeks assignment of license from **Anaconda Bcstg. Co.** to **Tri-County Radio Corp.** for $30,000. Tri-County Radio Corp. is controlled by **John J. Lyon** (over 53%), who is president and chief stockholder of **KIYI Shelby, Mont.** Announced Aug. 27.

WSLB Ogdensburg, N. Y.—Seeks assignment of license from **St. Lawrence Bcstg. Corp.** to **Seaway Radio Inc.** for $190,000. Seaway Radio Inc. is controlled by **George W. Bingham** (56%). Mr. Bingham is president, general manager and stockholder of **WGNY Newburgh, N. Y.,** and **WKIP-AM-FM Poughkeepsie, N. Y.** Announced Aug. 26.

WJAS-AM-FM Pittsburgh, Pa.—Seeks assignment of license from **Pittsburgh Radio Supply House** to **National Bcstg. Co. Inc.** for $725,000. NBC owns radio stations **WRCA New York, WRC Washington, WMAQ Chicago, WRCU Philadelphia, KNBC San Francisco, WKNB New Britain, Conn.**

WLBG Laurens, S. C.—Seeks assignment of license from **Laurens-Clinton Bcstg. Co.** to **Charles W. Dowdy** for $63,000. Mr. Dowdy formerly had interests in **WMGR Bainbridge, Ga.,** and **WDVH Gainesville, Fla.** Announced Aug. 28.

KHFI (FM) Austin, Texas—Seeks assignment of license and cp from **J. E. Moore Jr.** to **Roderick E. Kennedy** for $14,875. Mr. Kennedy was formerly station manager of KHFI (FM). Announced Aug. 27.

WFMR (FM) Milwaukee, Wis.—Seeks acquisition of positive control of licensee corp., **High Fidelity Bcstg. Corp.,** by **James G. Baker** and **Baker Family,** as a family group, through purchase 55 shares of stock from **Hugo Koeth Jr.** and **Albert Weiss** for $13,750. Mr. Baker is in ambulance service. Announced Aug. 28.

KATI Casper, Wyoming—Seeks assignment of license from **John L. Breece** to **KATI Corporation** for $65,000. Katf Corp. is owned by **John R. Burrus** (51%), **Kenneth G. Prather** (25%) and **Misha S. Prather** (24%). Mr. Burrus is in banking in Casper; Kenneth Prather is commercial manager and announcer KATI; Misha Prather is teacher. Announced Aug. 28.

Hearing Cases

FINAL DECISION

The FCC granted protest and petition for reconsideration filed by **WBAA Lafayette, Ind.,** to the extent of postponing the effective date of June 27 grant of application of North American Bcstg. Co. for new am **(WMNI)** on 920 kc, 500 w DA-1 unl. in Columbus, Ohio, pending final determination in evidentiary hearing; made WBAA party to the proceeding.

INITIAL DECISION

Hearing Examiner H. Gifford Irion issued an initial decision looking toward grant of the application of **KCBQ Inc.,** for cp to increase power of station KCBQ, San Diego, Calif., from 1 kw-N, 5 kw-LS, DA-N, to 5 kw-N, 50 kw-LS, with four-element array daytime and six-element array nighttime, operating on 1170 kc.

NARBA Notifications

List of changes, proposed changes, and corrections in assignment of Canadian broadcast stations modifying appendix containing assignments of Canadian broadcast stations (Mimeograph 47214-3) attached to the recommendations of the North American Regional Broadcasting Agreement Engineering Meeting, January 30, 1941.

CANADIAN

940 kc

CJGX Yorkson, Sask.—10 kw D 1 kw N ND unl. Class II. Now in operation.

1150 kc

CKSA Lloydminister, Alt.—1 kw DA-2 unl. Class III. Now in operation.

1300 kc

CJRH Richmond Hill, Ont.—500 w ND D Class III. Assignment of call letters.

1340 kc

CFSL Weyburn, Sask.—250 w ND unl. Class IV. Assignment of call letters.

1400 kc

CKDH Amherst, N. S.—250 w ND unl. Class IV. Assignment of call letters.

List of changes, proposed changes, and corrections in assignments of Mexican broadcast stations modifying the appendix containing assignments of Mexican broadcast stations (Mimeograph 47214-6) attached to the recommendations of the North American Regional Broadcasting Agreement Engineering Meeting, January 30, 1941.

MEXICAN

590 kc

XERT Reynosa, Tamaulipas—5 kw-D 250 w-N ND unl. Class VI—1-24-58. (Change in location from Rio Bravo.)

710 kc

Mexico, D. F.—1 kw-D 500 w-N unl. Class II—1-24-58.

1170 kc

XEFD Rio Bravo, Tamaulipas—5 kw ND D Class II—1-24-58. (Change in location from Reynosa.)

1330 kc

Ciudad Madero, Tamaulipas—1000 w-D ND D Class III—1-24-58.

1360 kc

Manzanillo, Colima—1000 w-D 100 w-N unl. Class III—1-24-58.

Routine Roundup

BROADCAST ACTIONS

By the Broadcast Bureau

Approved specifications submitted by **WMAY-TV, Inc.,** for operation of **WMAY-TV, Springfield, Ill.,** on ch. 36 pursuant to memorandum opinion and order (which substituted ch. 36 for ch. 2 and modified WMAY-TV authorization accordingly, effective 5-29); ERP vis. 537 kw, aur. 269 kw; ant. 690 ft; without prejudice to whatever action the Commission may be required to take as a result of decisions by the U.S. Court of Appeals for the District of Columbia Circuit in Sangamon Valley TV Corp. v. United States and FCC.

Approved specifications submitted by **WMBD, Inc,.** for operation of WMBD-TV, Peoria, Ill., on ch. 31 pursuant to memorandum opinion and order, effective June 13; ERP vis. 661 kw, aur. 339 kw; ant. 670 ft.; without prejudice to such action the Commission may deem appropriate as result of final decision by U.S. Court of Appeals for the District of Columbia Circuit in in WIRL Television Company v. U.S. and FCC.

Actions of August 23

KCOG Centerville, Iowa—Granted assignment of license to **Clyde Holbrook,** temporary receiver.

WCMP Pine City, Minn.—Granted license for am station and specify studio location and delete request for remote control.

WFDR Manchester, Ga.—Granted license for am station.

WBLO Evergreen, Ala.—Granted license for am station and specify type transmitter.

WEBO Owego, N. Y.—Granted license for am station and specify studio location and remote control point.

KETX Livingston, Texas—Granted license for am station.

WEST Caribou, Maine—Granted license covering increase in power and installation of new transmitter.

BOXSCORE

STATUS of comparative hearing cases for new tv stations before FCC:

AWAITING FINAL DECISION 0

AWAITING ORAL ARGUMENT: 7

(Figures in parentheses indicate dates initial decisions were issued.)

Coos Bay, Ore., ch. 16 (7-20-56); Hatfield, Ind.-Owensboro, Ky., ch. 9 (2-18-57); Onondaga-Parma, Mich., ch. 10 (3-7-57); Toledo, Ohio, ch. 11 (3-21-57); Beaumont, Tex., ch. 6 (4-27-57). Cheboygan, Mich., ch. 4 (6-21-57); Butte, Mont., ch. 6 (8-14-57).

IN HEARING 10

Mayaguez, P. R., ch. 3; Lubbock, Tex., ch. 5; Alliance, Neb., ch. 13 (6-6-57); Greenwood, Miss., ch. 6; Elk City, Okla., ch. 8; Ogden, Utah., ch 9 (7-3-57); Buffalo, N. Y., ch. 7 (9-24-56); Baton Rouge, La., ch. 18 (7-11-57); Elko, Nev., ch. 10 (7-11-57); Beaumont-Port Arthur, Tex., ch. 12.

IN COURT: 5

(Appeals from tv grants in U. S. Court of Appeals, Washington.)

Portsmouth, Va., ch. 10; Miami, ch. 10; Knoxville, Tenn., ch. 10; St. Louis, ch. 11; Boston, ch. 5.

WBSE-FM Hillsdale, Mich.—Granted request for cancellation of license and delete call letters.

KFAD Fairfield, Iowa—Granted extension of authority to remain silent for period ending 11-1.

WXLI Hazelhurst, Ga.—Granted request for cancellation of cp for new am station and deletion of call letters.

KVGN Fairbanks, Alaska—Granted request for cancellation of cp for new am station and deletion of call letters.

KHUM-TV Eureka, Calif.—Granted extension of completion date to 3-17-58.

Actions of August 22

KARM, KARM-FM Fresno, Calif.—Granted assignment of licenses to Hattie Harm and George Robert Harm, d/b as KARM, The George Harm Station (stock transaction).

WPHB, WPHB-FM Philipsburg, Pa.—Granted assignment of license and cp to Rev. William Emert tr/as Moshannon Valley Bcstg. Co. (Earl Bryon Bartley sells his 50% interest in partnership to Emert).

KMOP Tuscon, Ariz.—Granted cp to replace expired permit for new am station.

WELK Charlottesville, Va.—Granted mod. of cp for new am station to change type of trans.

WITT Lewisburg, Pa.—Granted mod. of cp to change type trans.

The following stations were granted extensions of completion dates as shown: WEUC, Ponce, P. R., to 12-31; KSAY, San Francisco, Calif., to 10-1, conditions.

Actions of August 21

WPTV West Palm Beach, Fla.—Granted license for tv station.

KOKE-FM San Antonio, Texas—Granted request for cancellation of license and deletion of call letters.

KRSD-TV Rapid City, S. D.—Granted mod. of cp to change ERP to vis. 25.7 kw, aur. 12.9 kw, ant. 540 ft., change type trans. and ant. system and make other equipment changes.

KDPS-TV Des Moines, Iowa—Granted mod. of cp to change name to Des Moines Independent Community School District.

WAVY-TV Portsmouth, Va.—Granted mod. of cp to change type ant., other equipment changes, and ant. height to 990 ft.; ERP vis. 416 kw, aur. 191 kw.

The following stations were granted extensions of completion dates as shown: WFRY-TV, Green Bay, Wis., to 12-31; KAVE-TV, Carlsbad, N. M., to 2-22-58; WBRE-TV, Wilkes-Barre, Pa., to 12-31; WFIL-TV, Philadelphia, Pa., to 12-20; WPTA, Roanoke, Ind., to 11-1; WTWO, Bangor, Maine, to 11-13; WNOK-TV, Columbia, S. C., to 11-25; KWRB-TV, Riverton, Wyo., to 3-1-58; WSEE, Erie, Pa., to 3-1-58.

Actions of August 19

WJBK-TV Detroit, Mich.—Granted request for cancellation of license expiring Oct. 1, 1958.

WEEK-TV Peoria, Ill.—Granted license for tv station; ERP vis. 178 kw, aur. 89.1 kw, ant. 550 ft.

WKTX Atlantic Beach, Fla.—Granted cp to replace expired cp which authorized a new am station; condition; granted mod. of cp to change studio, ant.-trans. location, make changes in ant. system and change type trans.

KWK-TV St. Louis, Mo.—Granted mod. of cp to change trans. location, ant. system, and make other equipment changes.

WMVS-TV Milwaukee, Wis. Granted mod. of cp to change ERP to vis. 128.6 kw, aur. 68.8 kw, change ant. system and make other equipment changes; ant. 750 ft.

KSFM Dallas, Texas—Granted extension of completion date to 11-19.

WPTZ North Pole, N. Y.—Granted extension of completion date to 11-26.

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Help Wanted

Management

Top-rated 5 kw midwest radio station seeks sales manager with management opportunity. Send complete information and picture. Box 929A, B•T.

Sales manager—Ohio. Central Ohio major independent has immediate opening for top man. Box 955A, B•T.

Sales manager, excellent opportunity for good producer. Strong independent, major Indiana market. Box 956A, B•T.

Assistant manager. Excellent opportunity for combo engineer-announcer or announcer-salesman. Well established daytime station. Highest salary in area. E. H. Whitehead, KTLU, Rusk, Texas.

Sales

South Florida. Radio salesman. Give resume. $100.00 against 15%. Box 570A, B•T.

Salesman who is a self starter. A man with ideas and gimmicks. A man who makes all his presentations on disc or tape. You'll be joining one of top music-news in one of the top markets and you'll make top money. Send all information including picture to Box 927A, B•T.

Adv. salesman: Sell radio adv. with progressive N.W. radio station. The man we're looking for is a family man willing to work and live with his accounts. No hot shots. We want a man who can and will sell advertising in a protected territory. Good solid proposition. Box 953A, B•T.

Indianapolis major independent. $6000 guarantee, plus to proven salesman. Capable of growth. Box 957A, B•T.

Hard-hitting, hard-working salesman for top independent in large eastern city. New policies, new programming, new promotion. Must be man who can sell against competition. No order takers wanted. Salary open, plus commission. Our employees know of this ad. Wire or write. Box 989A, B•T.

Immediate opening for creative sales manager, solid citizen, will work and live with accounts. $6000 guaranteed. Michigan network affiliate. Box 120B, B•T.

Experienced salesman, radio. If you are aggressive—interested in making top money in substantial market with solid radio-tv operation, we want you. Opportunity excellent for permanent man who can produce. Guarantee and commission commensurate with your ability. No others need apply. Contact Jack Chapman, KTSM Radio, El Paso, Texas.

Experienced radio salesman. A real opportunity with a radio-tv group. Guaranteed salary with commission. All benefits including company paid pension plan. Prefer married man who wants to settle in attractive, small city. Resume and references to General Manager, WENY, Elmira, New York.

New Jersey. New station needs two experienced salesmen. WHTG, Monmouth Beach, N. J.

Have immediate opening for good salesman. A small amount of air work required. Prefer North Carolina man, will consider all applicants. Contact John E. Newman, General Manager, WLSE, Wallace, N. C.

Announcers

South Florida. Sell radio fulltime. Do one hour airwork. Experience necessary sales-announcing. Send tape, resume. $100.00 against 15%. Box 569A, B•T.

Opportunity! A young personality to grow with a leading mid-west independent. Must have first phone, send tape and resume (returned) to Box 595A, B•T.

Polished DJ wanted—Rapid-fire delivery at sportscast pace. Glib. Informal lingo. Rhyming intros to records. Wanted by midwest station. $160 a week. Box 669A, B•T.

RADIO

Help Wanted—(Cont'd)

Announcers

New England regional wants early morning personality. Chatter, anecdotes, good balance of music, light, sound, good ad-lib commercials. Tape must demonstrate this type of show, plus straight announcing ability. No straight dj. $100 week. Send 7½ IPS tape, single track, resume, references. Box 680A, B•T.

Experienced announcer. Young, ambitious man who wants a permanent position with a future. Chain operates several stations in Pennsylvania. Play-by-play experience an advantage. Car essential. Offer good pay with regular raises. Only experienced men need apply. Send tape, resume and photo. Box 810A, B•T.

Announcer-copywriter good in both departments for new modern music-news in up-state New York. Starting salary $70.00 per week. Apply to Box 928A, B•T.

Illinois kilowatt offers position to announcer who can handle varied assignments. Send data sheet, salary, tape. Box 961A, B•T.

Announcer with good voice and first class ticket. State qualifications and salary in first application. Progressive station in southeast. Reply Box 976A, B•T.

Grow with us!!! Brand new midwestern station wants young man near beginning of radio career to take announcing shift. Should know boards, be smooth flubless reader. College preferred, not necessary. $50-$70 start. Send tape, background, picture. Box 984A, B•T.

Major-market southern radio station needs announcer. Some board work. Start Sept. 8. Send tape, resume to Box 105B, B•T.

Have immediate opening for announcer or sales-announcer; if interested contact at once Box 119B, B•T.

Midwestern daytimer needs top-flite dj with that special something that makes for good modern listening. Start $100.00 per week. Experience definitely necessary. Send resumes to Box 134B, B•T.

"Rhyming" deejay—introduce record artists name in rhyme or alliteration. Reel off words at fast clip. Not rock 'n roller. Wanted by Ohio. Box 139B, B•T.

$650 month for peppy dj with smile in voice. Engaging air-conversationalist. Glib spontaneous delivery. Wanted by "non-top forty" midwest station. Box 140B, B•T.

1,000 watt, independent, needs good announcer soon. Good hours, terrific opportunity for right man, must be permanent. Rush air mail tape, photo and info to: KCRB, Chanute, Kansas.

Top Texas independent needs top announcer-engineer. Emphasis on announcing, no maintenance required. Salary open. Send tape, photo, and background to: William A. Duke, Station Director, KDSX, Inc., Denison, Texas.

Announcer — play-by-play sports, dj needed immediately. Must be experienced. Write, wire or phone Manager, KFJI, Klamath Falls, Oregon.

Need experienced morning or afternoon dj, top pay to right man, permanent, photo and tape. KGHF, Pueblo, Colorado.

Wanted: Announcer. $500. Station going 5000 watts. Send tape, experience and references to Jim Brady, KIFI, Idaho Falls, Idaho.

Good solid announcer needed immediately by progressive county seat radio station in southwest. Well equipped station, beautiful control room and ideal working conditions. $5,000 yearly to right man. Prefer man from southwest. Send tape and resume to KLEA, Lovington, New Mexico.

RADIO

Help Wanted—(Cont'd)

Announcers

Need immediately, ambitious announcer, preferably first ticket. Above average pay. World's best fishing, hunting, living conditions. Paying commission on sales. Rush air mail tape, snapshots KPRK, Livingston, Montana.

Top rated personality dj by western Michigan music-news daytimer. Bright future and top salary for top man. Interview necessary. Joe Butler, WKLZ, Kalamazoo.

Substantial salary and substantial position for experienced announcer. WPDX, Clarksburg, West Virginia.

Wanted—Staff announcer with ability for all sports. Chance to continue college education at Mississippi State College. Joe Phillips, WSSO, Starkville, Mississippi.

Technical

Chief Engineer. 1000 watt remote control station in North Wilkesboro, N. C. Ideal working and living conditions. Box 905A, B•T.

Chief engineer wanted for 250 watt station, southeast. Combination man preferred who is good maintenance man and can do part-time announcing trick. Salary $100.00 a week. Write Box 948A, B•T.

South Florida vhf television station has immediate openings for combination studio and transmitter engineer. Car and first phone necessary. Box 121B, B•T.

Are you a chief or asst. chief, who can do some announcing and wish to live in southern Oregon's vacation land. KMED is a fine progressive station, top in its market, and boasts an excellent staff, but needs a chief engineer. If you can qualify, contact Ray Johnson, Manager, KMED, Medford, Oregon.

Michigan independent needs chief engineer-announcer with first class ticket, morning shift. WOAP, Owosso, Phone SA 5-8196.

Chief engineer-announcer with first class ticket. WTRB, Ripley, Tennessee.

Top-notch southern California station increasing power and going directional. Needs top engineers with some announcing ability. Apply Box KK, Palm Springs, California.

New southern station. Combination engineer and announcer, salesman. Dayton, Tenn. Norman A. Thomas, P. O. Box 428, Chattanooga, Tenn.

Production-Programming, Others

Dairy-minded farm editor wanted for medium-sized Maryland market. Should be able to dj country music early morning program as well as collect, prepare and present area farm news in noon show. Pleasant working conditions. Desirable degree of security and future for right man. Include photo and resume in first letter. Box 939A, B•T.

Copywriter: Girl, experienced in spot copy and log work. Board work available, if desired, not a requisite. Progressive northwest radio station. Box 954A, B•T.

News reporter-announcer. New York state independent. Send complete details on experience, education and references to Box 138B, B•T.

Want news man with dramatic, authoritative delivery. Also to gather local news. Car necessary. $325 month to start. Rapidly growing area, pleasant living, good beaches, water sports. Send tape and details to President, KBRZ, Freeport, Texas.

RADIO

Help Wanted—(Cont'd)

Production-Programming, Others

Needed immediately. Experienced news man capable of handling some disc work. Must be strong on rewrite with an eye for local news. Send full particulars, including audition tape with first letter to K-JOE, 529½ Crockett Street, Shreveport, Louisiana. All tapes will be returned.

All-around, experienced, newsman-announcer. **Permanent key position and good salary. News**-music daytimer in wonderful city of 84,000. Interview necessary. Contact Joe Butler, WKLZ, Kalamazoo.

We need a good program director **with news announcing experience. If you qualify,** send tape, photo, resume of previous experience and salary requirements to Louisville's first music and news independent daytimer, WKYW, 431 West Jefferson Street, Louisville 2, Kentucky.

RADIO

Situations Wanted

Management

Manager or assistant. Eight years small market experience. Family, age 36. New owner will manage station I put on air and managed year with **better than average record and profit.** Box 908A, B•T.

Manager, 15 years experience all phases, currently sales manager regional station, desires top spot with small market station. Box 100B, B•T.

Commercial manager. Long experience. No backslapping, pressure or miracles. Just consistent efforts. Middle-age, reliable. Florida or south, single station market. Salary and commission. Box 106B, B•T.

For sale: 25 years of advertising experience. Formerly No. 1 account executive with top billing at major independent; direct sales development for leading rep; assistant to publisher of well-known publication. Currently available due to change of management. Ivy league (Phi Beta Kappa) graduate, seeks administrative, sales or promotional opportunity New York City, mid-atlantic or New England states. Box 118B, B•T.

Ready to advance to assistant manager-manager of small am. Plenty of production know-how, also am air personality. Willing to invest. Box 124B, B•T.

Manager. Fully experienced in programming, sales, administration. Young. Aggressive. Can make us both money. Box 130B, B•T.

Manager-sales manager: Now employed major market. Station sale pending. Successful management record music-news operation and local-national sales. Top quality reputation and fifteen years of proven ability seeking a sound investment connection. Box 137B, B•T.

Manager. Experienced, proven. Solid citizen type. Seeks permanence. Will give your station a "sound" and sell it. Available two weeks. Leaving present managership because of damp climate. Contact me care of 909 Lincoln Way West, South Bend, Indiana. Phone Central 42886.

Sales

Young man interested in am or tv sales position. Can double as air personality. Seven years commercial broadcast experience. Box 125B, B•T.

Announcers

Announcer, experienced in all phases of staff work. News a specialty. Western U. S. preferred, but will accept other area. Box 761A, B•T.

Available September 15—Now toiling as summer replacement in a Met area news and music operation. Copywriting experience. References will prove congeniality and adaptability. Air check. Box 898A, B•T.

RADIO

Situations Wanted—(Cont'd)

Announcers

Experienced disc jockey, finest references. Employed at No. 1 Hooper station, competitive market. Box 901A, B•T.

Country-western dj. Announcer. Guitar. Third. Thoroughly experienced. Box 903A, B•T.

Ticket-(no maintenance), good voice, some experience, desire easy operation. Box 918A, B•T.

Five years experience major and minor market. Lively play-by-play and top Hooper record shows. Looking for a place to settle and raise a family. Can we get together. Box 952A, B•T.

Announcer 10 years experience — employed, steady, 5½ years in present job. Family, go anywhere. Box 972A, B•T.

Sports announcer. Football, basketball, baseball. 7 years experience. Finest references. Box 974A, B•T.

Announcer. Several years experience. Can sell also. Go anywhere. Box 975A, B•T.

Red hot, experienced announcer available after September 1. Combines abilities of Deems Taylor, Lowell Thomas, and Art Ford. Writes continuity and sells time like mad. Tapes and resume on request. Reply Box 980A, B•T.

Announcer, dj, armed forces experience. Desires small station anywhere in U.S. Good voice, lot of ambition. Box 981A, B•T.

Announcer-program manager. 5 years radio all phases. 1½ years tv on camera booth. 1st phone. 31 years old. West coast. Box 983A, B•T.

First class announcer seeking job with sports minded station. Conscientious, dependable, young, will travel. Experienced play-by-play, color, dj, news, familiar with tv. Box 985A, B•T.

Combination man, 10 years experience, all phases, music, news, sports. Prefer south Florida location, however, all replies considered. Box 988A, B•T.

DJ beginner, capable, eager to please, salary secondary to opportunity. Graduate New York Radio School. Tape and resume immediate on request. Box 991A, B•T.

Girl personality, dj run own board, eager to please. Free to travel. Gimmicks and sales. Box 992A, B•T.

Handicapped-independent (exception of going up steps) announcer seeking permanent fulltime employment. Post-polio, in wheel chair. Married, one child, will travel. Recent graduate of Midwestern School of Broadcasting. Box 994A, B•T.

Experienced combo, tops with news and commercials. First ticket. Box 996A, B•T.

Announcer-veteran, married, college. Degree, one year experience, strong on sports and news. Experienced in copywriting and newswriting. Box 997A, B•T.

Attention upper Midwest. Six years experience, with solid references. Have headed news department. Veteran with college. Operate board. Night shift. Box 102B, B•T.

Announcer, first phone, prefer directional. No maintenance, will consider routine maintenance, no repairing or building. $90, prefer midwest, Florida, Texas. Box 103B, B•T.

Experienced radio announcer seeks employment in New York state, but will consider any offer. Willing to work hard and follow station policy. Box 107B, B•T.

Personality-dj. Strong commercials, gimmicks, etc. run own board. Steady, eager to please. Go anywhere. Box 112B, B•T.

Informal, low pressure personality seeks permanency in medium-to-big market. Eight years radio, two television. Married. Box 114B, B•T.

Experienced staff announcer from midwest seeking permanency. Presently employed by top station in Rocky Mountain area. Married. All offers considered. Box 115B, B•T.

DJ, three years experience, knows music, can sell, family. Box 128B, B•T.

Announcer, first phone, no maintenance, experienced, veteran, married, college, employed. Box 131B, B•T.

Hello Florida! Announcer-first phone-clever copywriter. Jingles; ideas; publicity. Top typist. Needs experience. Box 132B, B•T.

RADIO

Situations Wanted—(Cont'd)

Announcers

Experienced mature announcer—8 years radio last year radio-tv desires major market radio or radio-tv in northeast. Fully experienced all phases of station operation, all types of programming. Tape, resume and photo available, personal interview a must. Box 133B, B•T.

Announcer-salesman. Graduate. Dignified voice. Mature. Strong on commercials. Wants experience with small station. Salary unimportant. Box 135B, B•T.

Short on experience, long on ability. Strong on news, commercials, dj. Young, single, draft exempt. If interested, contact: E. J. Belanger, 621 Lyman, Oak Park, Illinois.

First phone announcer, available immediately. College (music-voice), 27. No maintenance, 1½ years experience, excellent appearance, car, travel. State salary. Jim Farrell, 735 Murray Street, Elizabeth, New Jersey. EL-25742.

DJ-news man; strong on commercials; run own board; light experience, but strong desire to continue in radio. Will send tape and resume on request, or personal interview if desired. Address replies to: Sheldon B. Smith, P. O. Box 103, Pontiac, Michigan.

Announcer: Good voice with excellent potential. Some experience doing relief work. Run board. 2½ years college, radio school graduate. Jim Waran, 6328 N. Mobile, Chicago. Newcastle 1-4364.

Technical

Engineer, first class ticket. Best of references. Available immediately. Box 973A, B•T.

Experienced engineer-announcer seeking permanent position with future. Now in engineering field. Climate and location important. Box 987A, B•T.

Engineer seven years am and tv. First phone, plus electronic experience and 2-way radio. Box 113B, B•T.

Multi station experience and over five years reliable service to broadcasters combine to deliver top performance! High rated night show Florida's Gold Coast. Chief engineer. Veteran. Single. 25. No turnover stations please. PH: GR 9-4285. P. O. Box 537, High Springs, Florida.

Production-Programming, Others

Well-known woman broadcaster-producer, radio-television, available for major station affiliation. Box 966A, B•T.

Program directorship wanted, family man, 5 years radio, 2 television. Box 979A, B•T.

Program director and staff announcer with six years experience. Excellent references. Box 982A, B•T.

Farm director, excellent background and experience in radio, tv. Degree in Speech, radio, tv. Available about Oct. 1, personal brochure upon request. Best references. Box 986A, B•T.

DJ in major market desires to PD in smaller market, 1st phone. Box 999A, B•T.

Experienced man who knows production problems and solutions, desires opportunity with growing production team. Can shoot and edit film, direct, announce. Single, college. Box 109B, B•T.

For sale: 9 years of radio. Program director, announcer, 1st-phone, B.A., law background, ambition, personality, maturity, integrity. Primary interest: News. Box 110B, B•T.

For hire: Character, ability, experience, personality. Producer-actress-writer-director with long experience every phase show business. Ten years top network tv New York and Hollywood. Top awards for production. Educated, cultured, attractive, smart. Looking for future management level with television/radio station, advertising agency or public relations firm. Can be gold-mine for progressive organization desiring quality and creativeness. Box 117B, B•T.

Versatile director with well-rounded tv background, seeks placement in New York, Penna. or other northern states. Currently employed with top Virginia station. Reply 201 Washington Ave., Bellmore, Long Island, New York. Phone SU 5-8736.

TELEVISION

Help Wanted

Sales

Need top flight experienced tv salesman for ABC affiliate in fast growing southwest market. Salary and commission open, write KELP-TV, Box 105, El Paso, Texas.

Announcers

Wanted immediately by Florida station, experienced announcer, good newsman, some sports, capable of producing good taped announcements. Opportunity to sell if desired. Salary open. Send tape and resume. Box 907A, B•T.

Experienced tv live and booth announcer wanted. Must be available for personal interview. Send picture and tape first to Doug Sherwin, KGLO-TV, Mason City, Iowa.

Technical

Operator with 1st class license. Good salary and good working conditions in Missouri. Radio and tv operation. Box 887A, B•T.

Opening for tv studio maintenance man. Union shop. Ohio market upper 20 group. Box 977A, B•T.

Need 1st class engineer immediately for television station expanding hours. Will consider inexperienced man. Salary based on experience. KDIX-TV, Dickinson, N. Dak.

Immediate opening, two licensed engineers. Experience desirable but not necessary. Salary based on experience. Car necessary. Contact W. M. Greely, KHOL-TV, Holdrege, Nebraska.

Wanted: 2 experienced first class engineers to install and operate transmitter and studio equipment. Permanent position, good pay. Send complete resume, references, photo and minimum salary first letter. Start October 1st. Write Chief Engineer, WBOY-TV, Clarksburg, W. Va.

Expanding schedule need first class engineer. Good salary based on experience. Paid vacations, insurance benefits. WDAY-TV, Fargo, N. D.

Wanted-engineer first class license, good salary and good working conditions. Reply to Director of Engineering, WQED, Pittsburgh 13, Penna.

Television engineer. Immediate opening for experienced engineer with first phone. Contact H. E. Barg, 1015 N. Sixth Street, Milwaukee, Wisconsin.

Production-Programming, Others

Continuity writer with creative ideas needed at once for midwest television station. TV experience is helpful but not absolutely necessary. Must have radio background. Write Program Director, Post Office Box 470—Rockford, Illinois.

TELEVISION

Situations Wanted

Sales

Family man, 33, salesmanager or sales announcer with sales manager potential. 9 years experience, 5 sales manager. Prefer southeast medium market in tv and/or radio. References and tape on request. Personal interview late September. Write Virgil Cobia, 224 Boonville Rd., Jefferson City Missouri.

Announcers

5 years radio—some tv. Presently employed 1000 watt indie-versatile staff dj newscaster. Family man, excellent references. Interested tv or good radio deal. State requirements first letter. Box 993A, B•T.

Announcer, staff, news, sports, acting. You name it, I've done it. 6 years radio-tv. Present market 130,000. Want to move up. Box 111B, B•T.

Announcer, solid experience tv-am, exceptional ability. Want better financial opportunity. Box 116B, B•T.

Personality, experience, degree. Talented tv-radio announcer. 10 years experience (all phases). Responsible, married, presently employed. Box 123B, B•T.

Announcing and production. Three years combo radio, college grad, married, vet, available September 20, 1957. For information contact Kenneth Box, 742 South Berendo, Apt. #3, Los Angeles, California.

TELEVISION

Situations Wanted—(Cont'd)

Announcers

Young announcer—4 years radio-tv experience. Presently employed straight tv major southeast station. Good commercial man. Prefer northeastern metropolitan market. Will consider others. Salary above 400 dollars month. Best of references. Highly recommended by J. D. Hastie, President, WUSN-TV. Contact him or Don Harris, WUSN-TV, S. C.

Technical

First phone, 6½ years radio, 1½-tv. Xmitter either radio or tv. Box 995A, B•T.

Chief engineer. 7 years broadcast. 3 years chief. Experienced. Installation, maintenance, remotes, am, fm, tv. Micro wave. Family man 37. Box 998A, B•T.

Production-Programming, Others

Film editor well rounded film experience. Presently employed, desires permanent position with larger responsibilities. Box 547A, B•T.

Who? TV director, producer, writer, employed top metropolitan station (married, 28, college grad) seeks progressive relocation. Where? First class operation only. Why? Present stagnation. Box 945A, B•T.

Television director-producer position wanted, preferably Florida or California. Have three years commercial experience. College graduate, veteran, married, 25 years old. Qualified film editor. Presently employed by large midwest television station. Details on request. Box 978A, B•T.

Producer-director, experienced as production manager. Four years experience top competitive V markets. Available as production manager or producer-director to station that wants only best in programming and production. Top references. Twenty-nine, married, college graduate. Write Box 990A, B•T.

Program director, production manager, director from medium market lured into sales; desires to return to production. Experienced from broom to bridge to executive's desk. Family; B.S. Degree. Box 104B, B•T.

Talented tv announcer-director-weatherman cartoonist desires advance to larger market. Four years tv. Presently employed. Box 126B, B•T.

Copy, writer, director. 1st phone and more. Box 129B, B•T.

FOR SALE

Stations

For lease fm good music station in metropolitan market. Several years in operation. Low monthly lease terms to the right party who has character, ability and is willing to work. Box 127B, B•T.

Unusual availability of more than one station in upper south area which may be purchased and operated singly or as a group. These can be financed. Paul H. Chapman Company, Contact either office, 17 East 48th, New York or 84 Peachtree, Atlanta.

Louisiana above average single station market needs active management. $65,000. Terms. Paul H. Chapman Company, Atlanta Office, 84 Peachtree.

Oregon, fulltime, $48,500, $14,500. down, excellent growth area, wire or write, Norman & Norman Inc., Davenport, Iowa. Phone 3-5642.

Write now for our free bulletin of outstanding radio and tv buys throughout the United States. Jack L. Stoll & Associates, 6381 Hollywood Blvd., Los Angeles, Calif.

Equipment

UHF equipment, used. I kw GE transmitter, GE TY-24-B helical 4-bay antenna and all studio and transmitter equipment necessary for live, film and network operation. Very reasonable. Box 946A, B•T.

FOR SALE

Equipment—(Cont'd)

For sale. FM transmitter, REL 549DL, 250 watts. Hewlett Packard Monitor. Andrew antenna, type 1202-2. Box 136B, B•T.

1 General Radio modulation monitor type 731-A, two RCA transcription arms, model MI 4875G make offer. Box 141B, B•T.

For sale—Used 5 kw AM transmitter Western Electric 105C with crystal for 740 kc complete. Make offer, must move immediately. P. O. Box 275, Richardson, Texas.

1 teletype tape printer, fair condition. Less local D.C. supply. $75 F.O.B. 1 Military type onan, 15 KBA, 3 phase power plant. 6 cylinder engine. Make reasonable offer. KFXD, Nampa, Idaho.

Mobile broadcast studio. Converted Air Line bus. With or without equipment. Range 20 miles. Money maker. WEOK, Poughkeepsie, N. Y.

Have equipment for kilowatt station, need a location. Van Sandt, WJOI, Florence, Alabama.

For Sale—Available August 20, increasing power, 1 kw, TTU1B RCA transmitter, Channel 23, filterplexer, harmonic filter, frequency monitor. 3 years old, good condition. Make us an offer. WMSL-TV, Decatur, Alabama.

For sale, WE 20-B rectifier limiting amplifier power supply, $75. Magnecorder PT-6. $300. Joe Pelletier, WPME, Punxsutawney, Penna.

Tape recorder, Ampex 400, one-case portable. Just checked out. $495. M. Bates, 3200 16th St., N. W., Washington, D. C.

Commercial crystals and new or replacement crystals for RCA, Gates, W.E. and Bliley holders; regrinding, repair, etc. Also A. M. Monitor service. Nationwide unsolicited testimonials praise our products and service! Send for catalog. Eidson Electronic Co., PR 3-3901, Temple, Texas.

Ampex 300, 300-2 Stereo, 401, 600 and 350 available. Short deliveries on 350-2P, 601-2P Stereo and 601. Grove Enterprises, Roslyn, Pa.—Turner 7-4277.

We have for sale 1 type 78 Wincharger used tower complete, 2 new type 101 Wincharger towers 200' complete, 1 used type 101 Wincharger tower 200', and 1 three-legged self supporting tower 175'. We will also erect these towers on site in N. Y., N. J., or any one of the New England States. For rates please call New England Tower Service, Brandon, Vermont, telephone 80.

Available for immediate shipment, Ampex 350-P; used equipment; Ampex 600P HT, Presto 6N and 8A disc recorders. United Radio, 22 NW 9th, Portland, Oregon.

WANTED TO BUY

Stations

Present owners of three am stations desire to purchase station with annual volume of $150,000-$200,000 range. Prefer midwest or eastern city of 75,000 or greater population. Responsible, well financed. Broker inquiries are invited. Box 868A, B•T.

Experienced manager interested in lease-purchase of small market station. Box 101B, B•T.

Stations wanted. Sold: 60% of all the stations offered by this agency since its establishment. Ralph Erwin. Broker, 1443 South Trenton, Tulsa.

Stations wanted. Texas, New Mexico, Colorado, Missouri, Kansas, Arkansas, Louisiana, Oklahoma. Ralph Erwin. Broker, Tulsa.

Stations wanted. Private, conservative service to station owners. Ralph Erwin. Broker. 1443 South Trenton, Tulsa.

Radio station grossing from $80,000 to $100,000 in south, southwest or Pacific coast. Radio and News, Inc., Box 128, Sweetwater, Texas.

Equipment

Wanted to buy: 10 kw fm transmitter. Also want fm monitor, other accessories. Reply Box 602A, B•T.

Used small studio console; 100-watt broadcast transmitter. Contact G. Ramos, Box 863, Aguadilla, Puerto Rico.

INSTRUCTIONS

FCC first phone in 12 weeks. Home study or resident training. Our schools are located in Hollywood, California, and Washington, D. C. For free booklet, write Grantham School of Electronics, Desk B-A, 821 19th Street, N. W., Washington 6, D. C.

FCC first phone license in six weeks. Guaranteed instruction by master teacher. Phone FLeetwood 2-2733. Elkins Radio License School, 3605 Regent Drive, Dallas, Texas.

RADIO

Help Wanted

Management

SALESMANAGERS
STATION MANAGERS

We are expanding in the South—we want to expand even faster. We cannot afford personnel problems. We want two young men with experience—plenty of potential for our sales department who can become managers. We want to help these men develop their best qualities . . . men with their feet on the ground, who want to manage first class stations and make money. It's a wonderful chance to go first-class with the finest group of fellas you ever saw. Tell us everything with accompanying photo. William A. Anderson, WOKJ, Radio Station, Jackson, Miss.

Sales

THREE

Top rated station operations expanding into big markets leaves openings in the Bartell Group.

YOUNG

We are looking for young, aggressive salesmen who are interested in an association with the best independent radio group in the country.

AGGRESSIVE

Every reward is lavished on those who have the makings for success.

SALESMEN

Write: Gerald A. Bartell
P. O. Box 105, Madison 1, Wis.

The Bartell Group:

WOKY, Milwaukee
WAKE, Atlanta
KCBQ, San Diego
KRUX, Phoenix
WILD, Boston
WYDE, Birmingham

Announcers

ARE YOU A NEGRO DJ IN SMALL TOWN?

If you are a pretty good Negro DJ working at a part-time job or in a small town station and someday want to get into big-time radio at an ALL-Negro station—write us and send tape and photo. Really Rock'n-Roll the show. If you look like you can make the grade—we'll help train you to be even better than you are. We have three big Southern markets—and the finest bunch of DJ's in the country—all of them started at small town stations. We prefer men now down South. Apply right now! William A. Anderson, WOKJ, Radio Station, Jackson, Mississippi.

RADIO

Help Wanted—(Cont'd)

Announcers

GOOD FLORIDA OPENINGS

We are starting a new, live wire, music and news station in a beautiful, smaller, Florida city. We need a Morning Man, Afternoon Man, Program Director and Local news Man. If you have ability we will pay for it. Rush full details together with photo and tape.

Box 122B, B•T

JOSH DISKIES
TOP STATION, TOP MARKET

Needs hot D.J. to build 4 hour shows and become top man in market. Rush tape, resume, money needs to Dick Lawrence, Director Programming and Promotion, WBNY, Buffalo, New York.

WANTED

A live radio personality for afternoon show in major metropolitan market. No rock 'n' roll, just good music. Salary open.

CONTACT

L. G. Ehrig, 425 13th Street, N. W., Washington, D. C. NA8-3260.

Technical

CHIEF ENGINEER

Have immediate opening for Chief Engineer for 50 KW directional station WINZ, Miami, Florida. Rush complete resume with salary requirements to Ross McPherson, Director of Engineering, Rand Broadcasting, Inc. c/o WEAT-TV, P. O. Box 70, West Palm Beach, Florida.

Production-Programming, Others

ALAS!

Our Gal Friday is getting married. If you have an eye for details, ideas and can write terrific copy, write Bill Montgomery, WNOR, Norfolk, Virginia. We don't have much fun, but we make a lot of money.

RADIO

Situations Wanted

Sales

WORKING EXPERIENCE AVAILABLE

Ten years radio, pre-freeze TV sales experience, last several in top sales position basic net stn, currently employed but available to work for you. Not shopping, def. desiring change, with satisfactory reasons. Stable, wear well (more than 5 years at one outlet), family, college, in thirties. Acquainted several sections of US, like them all. I do NOT know all the time buyers in New York. Write for resume.

Box 108B, B•T

TELEVISION

Help Wanted

Management

PROMOTION MANAGER
WANTED

with tv experience for a mid-western network basic station in a major metropolitan market. Box 968A, B•T.

FOR SALE

Stations

Looking toward Florida? There are 137 stations within its 830 mile stretch—equal to the distance from Chicago to Pensacola.

Save time, travel and money through the services of our Florida associate. This full time representative can assist you in planning itinerary and conducting you to sellers.

PAUL H. CHAPMAN COMPANY

84 Peachtree, Atlanta
17 East 48th, New York

See HASKELL BLOOMBERG
Radio and Television Station
Business Broker
And Muriel Bloomberg, Assistant
NARTB REGION 1 CONFERENCE
VAN CURLER HOTEL
SCHENECTADY, NEW YORK

Equipment

FOR SALE

Two second hand guyed Stainless, Inc. AM towers.

One Truscon self-supporting AM tower.

ACE-HIGH TOWER COMPANY
BOX 55, GREENVILLE, N. C.

TAPE RECORDERS
All Professional Makes
New—Used—Trades
Supplies—Parts—Accessories
STEFFEN ELECTRO ART CO.
4405 W. North Avenue
Milwaukee 8, Wisc.
Hilltop 4-2715
America's Tape Recorder Specialists

EMPLOYMENT SERVICES

BROADCASTERS EXECUTIVE PLACEMENT SERVICE
CONFIDENTIAL CONTACT
NATIONWIDE SERVICE
HOWARD S. FRAZIER, INC.
724 FOURTEENTH STREET, N. W.
WASHINGTON 5, D. C.

INSTRUCTION

Technical Preparation

. . . . . **for radio and television personnel**

- The Master Course for FCC License preparation (Not a "cram" course).
- The Advanced Engineering Course for men already holding a ticket. A college-level program for those who cannot attend college.
- Carl E. Smith, Director

For descriptive brochure, write to:
Cleveland Institute Radio Electronics
4902 Euclid Avenue, Cleveland, Ohio

96% OF ALL GRADUATES OFFERED POSITIONS IN RADIO OR TV!
Courses in Announcing, Acting, Writing, Production. 1 year of intensive training. Founded in 1934. Professional teachers with national network background. Term starts September 26th.
NATIONAL ACADEMY OF BROADCASTING
3338 16th Street, N.W. Washington, D. C.
Dept. B

NO MATTER HOW

you look at it, a classified ad on this page is your best bet in getting top-flight personnel.

PEOPLE

A WEEKLY REPORT OF FATES AND FORTUNES

ADVERTISERS & AGENCIES

◄ **Charles A. Black,** formerly vice president of Gordon Broadcasting Co. and managing director of WSAI Cincinnati, Ohio, to John J. Robinson Agency, same city, as vice president. He also will serve as account executive and radio-tv advertising director.

Edward Ratner, radio-tv director, Friend-Reiss Adv., N. Y., named vice president.

Arthur H. Baum promoted from advertising director to vice president in charge of advertising and public relations at Formfit Co. (ladies' undergarments), Chicago.

John M. Keavey, director of domestic advertising, Trans World Airlines, to Erwin, Wasey & Co., N. Y., as account executive to handle newly acquired advertising for KLM airlines.

L. W. Kent, advertising manager, Gerz Dept. Stores, N. Y., to Grey Adv., same city, as account executive.

Harvey Hickman, for past eight years with Hal Stebbins Inc., Los Angeles, to Stromberger, LaVene, McKenzie, same city, as account executive.

C. Gilbert Green appointed general sales manager of toilet articles division, Colgate-Palmolive Co., and **H. P. McClure** named to newly created position of general sales and promotion manager, food and drug store chains. Both are Colgate sales veterans.

Jo Napoli, media department, Grey Adv., N. Y., promoted to assistant radio-tv time buyer.

Peter McDonald, Jewell-McDonald Agency, Oakland, Calif., to Guild, Bascom & Bonfigli, S. F., where he will be responsible for Mary Ellen's jams and jellies and Mother's cakes and cookies accounts.

Lois Scheuber replaces **Grace Peterson** as media director of Allen Adv. Agency, Chicago.

Norman Heller, Dancer-Fitzgerald-Sample, N. Y., appointed director of copy and motivational research.

John W. Connor, formerly creative group director, McCann-Erickson, S. F., to Cunningham & Walsh, same city, as creative director.

George Allen, formerly group supervisor, Biow Adv., N. Y., and most recently creative director at Roy S. Durstine Inc., N. Y., to Donahue & Coe, same city, copy department.

Ralph Segerhagen, a senior art director, Benton & Bowles, N. Y., to Donahue & Coe, same city, art department.

AMONG the 12 judges who helped select Miss Washington of 1957 in a contest sponsored by WWDC Washington were three New York advertising agency account executives. Pictured above with June Roberta Cook, the girl picked to represent Washington in the forthcoming Miss America pageant in Atlantic City, N. J., they are (l to r) Thomas Comerford, Young & Rubicam, William R. Groome, Ted Bates & Co., and William Dollard, Y & R.

Carolyn Fischer Bruck, 47, wife of Franklyn Bruck, board chairman of Parkson Adv. Corp., N. Y., died following heart attack Aug. 24.

John J. Kelly Jr., 34, assistant account executive at Albert Frank-Guenther Law, N. Y., died Aug. 24.

FILM

James A. Anderson, production manager, Alexander Film Co., Colorado Springs, Colo., promoted to vice president in charge of production.

◄ **Henry S. White,** director of advertising and promotion, Screen Gems, named to director of program procurement. Mr. White will continue in his advertising and promotion capacities.

Douglas Travers, vice president in charge of production, RKO and RKO Pathe, to Cascade Pictures, Hollywood, as production manager. **Matt Rogers,** production manager for Cascade, moves to estimating and cost control.

A. Tyler Little appointed account executive at Fred Niles Productions, Chicago, doubling in similar capacity for Stevens, Biondi, DeCicco (art studio).

Virginia Higgins, formerly casting director for TCF Productions and Allied Artists, appointed casting director, Cascade Pictures, succeeding **King Dietz,** resigned.

NETWORKS

Harry C. Folts, account executive, Ameri-

can Broadcasting Network, and **Aaron Beckwith,** business development director, National Telefilm Assoc., named account executives for ABC-TV.

S. William Aronson, director of sales service, American Broadcasting Network, named administrator in ABN's cost control unit.

Herbert J. Cutting, chief accountant, Mutual Broadcasting System, named director of administrative services.

Fred Lyons, central division manager, NBC Radio Spot Sales, and **Richard Arbuckle,** NBC Spot Sales radio salesman in N. Y., named eastern radio spot sales manager and central division sales manager, respectively. Mr. Arbuckle will headquarter in Chicago.

John A. Stearns, producer of NBC-TV's *Arthur Murray Party* (Mon. 9:30-10 p.m.), has been named executive producer with American Broadcasting Network for unspecified daily hour live musical program.

Robert F. Stolfi, formerly advertising and sales promotion manager, WNDU-TV South Bend, Ind., has rejoined CBS-TV network sales, assigned to sales development department of network's Chicago office. Mr. Stolfi originally joined CBS-TV in 1949 in network operations and left to join WNDU-TV in 1955.

Tom Lufkin, program service manager, ABC-TV, father of girl, Jane Marie, Aug. 22.

STATIONS

Edward M. Guss, vice president and station manager, KOSI Aurora, Colo., transfers to WGVM Greenville, Miss., in similar capacity plus added duties of attending to real estate and other investments of Mid-America Broadcasting Co. (licensee of both stations).

◄ **Arthur L. Robertson,** assistant general manager and chief engineer, KFML Denver, named general manager.

Ted Carlsen, sales manager, KRAK Stockton, Calif., promoted to general sales manager and assistant manager. **Robert Murray,** sales manager, KWG Stockton, to KRAK as local sales manager.

Bob Janes, formerly associated with American Broadcasting Network, S. F.; KLRJ-TV Henderson, Nev., and KLAS-TV Las Vegas, to KTOO Las Vegas as general manager.

◄ **Ross Newby,** formerly sales manager, KFDA-TV Amarillo, Tex., to KOSA-TV Odessa, Tex., as national sales manager.

Don Peterson, sales service, WOI-TV Ames, Iowa, named national sales manager. He is succeeded in sales service by **Ron Scott,** chief announcer.

◄ **James F. Jae Jr.,** station manager, KLIK Jefferson City, to KHMO Hannibal, both Missouri, in similar capacity.

Lew Heilbroner, manager, WRDW Augusta, Ga., to WJQS Jackson, Miss., in similar capacity.

◄ **Herbert S. Dolgoff,** lawyer in private practice in Omaha, Neb., to Storz Stations, Omaha, as general counsel.

Lou Torok, KBTK Missoula, to KCAP Helena, both Montana, as manager, succeeding **K. O. MacPherson,** retired.

◄ **William J. Conran,** promotion manager, WPFH-TV Wilmington, Del., named promotion manager of WIBG Philadelphia. WPFH-TV is affiliate of WBIG.

◄ **Lyle R. Allen,** tv director, WITN-TV Washington, N. C., to WLWI (TV) Indianapolis as merchandising manager.

Roy W. Pratt, engineering staff, WHO-AM-FM-TV Des Moines, Iowa, promoted to chief engineer, succeeding late **Reed E. Snyder.**

◄ **Ken James,** assistant program director, WOW-TV Omaha, Neb., to KENS-TV San Antonio, Tex., as program director. Mr. James was with WOW-TV for six years.

Art Curley, formerly disc jockey with WRCV Philadelphia and WDEL Wilmington, Del., to WTUX Wilmington as program director.

Ron Chrisco, KHEP Phoenix, to KHEY El Paso, Tex., as program director. **Jess Richardson,** KZIP Amarillo, Tex.; **Virgil Bond,** KALG Alamagordo, N. M., and **Virgil Galicia,** KHEY accounting department, join KHEY sales staff.

John A. McCorkle, formerly account executive for CBS Radio Sales, to WNEW New York in similar capacity.

Jay Robinson, formerly with Inland Marine Co., to WTTW (TV) Chicago as sales representative for tv recording service.

Jim Ferguson joins WTRL Bradenton, Fla., as personality on morning show and salesman, succeeding **Charlie Blake,** resigned.

Bob Elson, sportscaster and play-by-play announcer on Chicago White Sox baseball broadcasts, signed by WBKB (TV) that city for daily *Bob Elson's Sports and Comments* (6-6:15 p.m.) to be simulcast on WCFL radio.

Jim Lounsbury, Chicago emcee, signed by WBKB (TV) that city for new teenagers tv series, *Record Hop.* Sat. 4-5:30 p.m.

Howard Holderness, president of Jefferson Standard Life Insurance Co. and member of board of directors of Jefferson Standard Broadcasting Co. (WBT Charlotte, N. C.; WBTV [TV] Charlotte, and WBTV Florence, S. C.), named state chairman for United Community Campaigns of North Carolina.

Bruce M. Johns, promotion director, WCHS-AM-TV Charleston, W. Va., named state director of Charleston Junior Chamber of Commerce and will represent that chapter in all state-wide meetings of West Virginia Junior Chamber of Commerce.

Margie V. Ellis, 34, secretary in purchasing department of KTTV (TV) Los Angeles, died Aug. 24.

MANUFACTURING

H. Ronald Eldridge, formerly assistant comptroller of Federal Telephone & Radio Co., Clifton, N. J., International Telephone & Telegraph Corp. division, elected comptroller of industrial products division of IT&T. **John T. Jackson,** director of planning and organization department, IT&T, elected assistant vice president.

◄ **Harry Schecter,** formerly regional sales manager, Motorola Inc., named general manager of Motorola division of Warren-Connolly Co., L. I., N. Y. He succeeds **Dan Jacobs** who resigns to establish his own business.

J. E. Schlener, formerly merchandising manager for Sylvania Electric Products' semiconductor division and special tube operations, appointed eastern district sales manager of semiconductor division.

Rein Narma, Fairchild Recording Equipment Co., L. I., N. Y., appointed manager of production and engineering divisions in addition to duties as chief engineer.

Marvin E. Groll, sales engineer in New England for electronic tubes, Sylvania Electric Products, appointed sales engineer for company's semi-conductor division.

PACKAGER SEES TV BOOM IN JAPAN

There's no business like "No" business. So declares Steve Parker, a 32-year-old American tv producer and former actor who came to New York last week on a sales mission from the Land of the Rising Sun and the ancient No drama. The mission: to interest NBC-TV in a 90-minute tv film spectacular—"Show Business, Japan"—shot in Eastman color and packaged jointly by MCA-TV Ltd., actor Gene Kelly and himself. Filming on the program will begin Nov. 15, and NBC-TV, which is interested in turning a camera eye on the Far East, is understood to be "talking seriously" with MCA-TV about finding a sponsor—preferably an airline—to purchase the $300,000 package.

Show business, according to Mr. Parker, and especially television, "is riding a fabulous crest" in Japan. Imitation, it appears, not only is the sincerest form of flattery the Japanese can pay the western world, it also is "a very good way to make a yen." The stars of his spectacular include the "Tokyo Smoky Mountain Boys" (whose rendition of "Too Old to Cut the Mustard" appears to be on top of Japan's hit parade); Jimmy Shegay, the Nipponese Pat Boone; Kasuya Kosaka ("who out-Presleys Elvis"), Peggy Yamaguchi, (the oriental Doris Day), the famous No Drama Theatre and Kumi Itachi with the Tokyo Symphony Orchestra.

Television in Japan, says Mr. Parker, is something "so unique no mere words can describe it." The Japanese, he claims, usually impervious to all forms of advertising, are flocking to their sets which are in every sense of the word, luxury items. (A "rich Japanese," he says, makes 100,000 yen or $300 a month; of this 78,000 yen go to pay for the set. "But," he adds, "living is relatively cheap, so the luxuries are principally tv sets and cameras.")

The Japanese commercial tv industry, officially four years old last month but only burgeoning since 1955, now has an official estimated set count of approximately 1 million. The last statistical breakdown, compiled by Dentsu Adv. Ltd., Tokyo, Japan's largest ad agency, covered the period that ended Jan. 31 this year. Dentsu pegged the estimate at over 600,000 sets, noted that the Tokyo area had the largest sets-in-use (54.8%) with 340,000; Osaka ran second (27.4%) with 170,000 sets; Nagoya third (11.2%) with 70,000 sets and the balance (6.4%) of the country registered 40,000 sets.

The "big advertisers" (Dentsu Adv. Ltd., Tokyo, places 60-65% of the business) are Toyta automobiles (about to be introduced in the U. S. market), Fuji cigarettes and Nippon beer.

The "big attractions" are love stories "with very unhappy endings" and U. S.-made film series. Titling is impractical, he maintains, since it requires vertical insertion, and is done only on Ziv's *The Cisco Kid* and CBS-TV Film Sales' re-runs of *I Love Lucy*. Most film series such as MCA-TV's *Alfred Hitchcock Presents* and California National Productions' *Badge 714* are dubbed. Mr. Parker notes, "You've got to see Jack Webb 'speaking Japanese' to believe it . . ." The "big idol" in Japan is "Sleepy" Matsumoto, an ebullient oriental version of Steve Allen, "only he plays the saxaphone at a moment's notice."

"Rare are the times," Mr. Parker maintains, "when a tv show gets on—or off—on time. There are no locked time periods as we know them here, and a show scheduled for 7:30 p.m. may just as easily get under way at 7:55 p.m., and no one really minds."

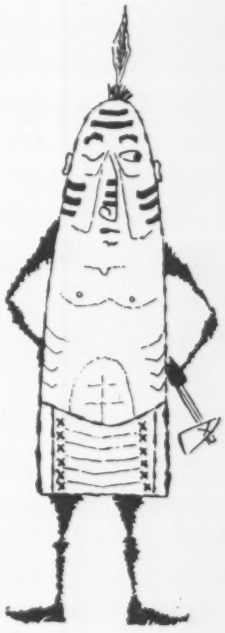
Unlike tv in the U. S., Japanese television has had little—if any—impact on the movies. "The Japanese love to go out," Mr. Parker notes, "and I suppose it speaks for itself when I say that practically every bar in Japan has a tv set." He doubts that the industry will ever match the "home impact" of U. S. tv.

For U. S. film producers, Japan offers "unlimited golden opportunities." Not only is "superb craftsmanship" available there (Mr. Parker's ace camerman is Susumu Urashima, the man who filmed the prize-winning "Rashomon" and "Gate of Hell" theatrical films), but production costs are "cheap." He claims that to film the equivalent of one *Hitchcock* installment—U. S. cost in black-and-white is $40,000—would cost no more than $28,000, "and you get color film thrown in."

Asked why U. S. producers have not taken full advantage of filming tv properties in Japan, Mr. Parker replied that he felt the Japanese film industry at this time is still "too art-conscious," and could stand some hard lessons in "commercial production for the average viewer." Mr. Parker seems to know what he is talking about: He has won laurels for "art films" like the 27-minute documentary titled "Geisha" and another 27-minute film titled "Onsen" which has been picked to represent Japan at next year's international Brussels Film Festival. "I filmed them 27 minutes long," he says, "because I would like to sell them to television."

Though he maintains that American advertisers have shown "an amazing lack of vision" by not jumping into the Japanese tv market ("the Japanese have been looking for them . . ."), Mr. Parker's argument was amended last week by an official of the Japanese consulate in New York. The consulate's position: No U. S. advertiser can invade the Japanese market directly without first effecting a liaison with a Japanese firm. He cited last month's contract between

HOWARD E. STARK
BROKERS and FINANCIAL CONSULTANTS
RADIO and TELEVISION STATIONS
50 EAST 58th STREET EL 5-0405
NEW YORK 22, N. Y
All Inquiries Confidential



"Me speak, you buy, no lose scalp, WWLP-WRLP Springfield-Holyoke-Greenfield heap best TV medicine in Western New England."

In Western New England Nearly Everyone Watches
WWLP Channel 22 Springfield-Holyoke, Mass.
WRLP Channel 32 Greenfield, Mass.

ONE OF THE FIRST 100 MARKETS
QUAD-CITIES
IOWA
DAVENPORT
EAST MOLINE
ROCK ISLAND
MOLINE
ILLINOIS
AS CLOSE TOGETHER AS THE BOROUGHS OF NEW YORK
WHBF
RADIO & TELEVISION
COMING!
Greatly Expanded TV Coverage from a New 1000 ft. Tower
CBS
REPRESENTED BY AVERY-KNODEL, INC.

Only ONE is atop the
Continental Divide
Serving both the Atlantic and Pacific Sides of America
KXLF - TV4 Montana
Butte
East—The Walker Co.
West—Pacific Northwest Broadcasters

Canada Dry Ltd. and the Kirin Brewing Co. whereby the two have set up International Beverages Inc., Tokyo, for Japanese distribution of Canada Dry sodas.

The consulate official backed up Mr. Parker's enthusiasm about Japanese tv by stating that "back in 1953 when commercial tv first went on the air, very few of us thought tv would be a good selling medium. We have been proved devastingly wrong." With about 22 stations on the air now, there are applications pending before the Radio Regulatory Bureau (Japanese equivalent of FCC) from 57 different broadcasting companies.

Radio, the consulate pointed out, also is "booming" with 80% of the islands blanketed. Last year, radio's gross was close to $45 million.

Mr. Parker, should he sell NBC-TV his "Show Business, Japan," is ready to persuade the network to consider an entire series based on Asian "show biz," in line with the network's intention to expand its public affairs programming. Also on the "planning board:" a follow-up to MGM's "An American in Paris" titled "An American in Tokyo," again starring Gene Kelly. He also has signed Director John Huston to produce what Mr. Parker calls the first "non-arty" Japanese spy drama film, to be titled "The Fourth Bureau." Both this and "American," are destined for United Artists Corp. financing and distribution, he said.

Intercontinental to Service New Tv Station in Saudi Arabia

Intercontinental Services Ltd., the former (Adam) Young International Ltd. acquired last month by Stephen A. Mann and associates [B•T, July 29], has been retained by Arabian American Oil Co. to procure program material and other services for Aramco's new tv station in Dharan, Saudi Arabia. The station, bearing no call letters, will go on the air Sept. 15 in Arabic language. It will be Dharan's second tv station, the other being an Armed Forces Radio Service installation at the U. S. Air Force base there.

Commercial Tv Sales, Sets On Climb in Great Britain

Commercial television in Great Britain appears well on its way to a prosperous fall-winter season with reports last week of booming business and soaring set circulation.

Associated-Rediffusion, which programs all week on the London commercial outlet and Monday through Friday on the Midlands station, announced that October and November time is sold out. A-R, in further stating that two-thirds of the available time has been sold out for the next 12 months, said British advertisers as yet are not aware of the rapidly-growing demand for time and have to be oriented to the need for booking sufficiently in advance.

There's indication that most of the television revenue is coming not from London but from Manchester. According to Television Press Agency, which compiles such statistics on commercial tv, the Manchester station (under contract to Granada and ABC-TV) had July sales of £869,950. The total for all tv for July was £1,880,564.

Announcement was made by Television Audience Measurement Inc. that the number of sets adapted to commercial tv had increased 22% during the past 12 months in the London, Midlands and Northern area. This means that 3.84 million homes—more than 65% of all the tv homes in the three areas—now receive ITV transmission for nearly 13.25 million viewers.

Private Broadcasting Pushed in Germany

As the third West German television station adds commercial programming to its sustaining schedule (two more promise to follow), German publishers have strengthened their drive to have the government authorize private broadcasting, it has been reported. All broadcasting in Germany at present is on a semi-official basis, with small commercial segments in some schedules, a plan that newspaper publishers oppose.

The third station to add commercial programming, South German Radio of Stuttgart [B•T, May 13], has announced it will add 30 minutes of daily sponsored fare next month. This will bring total commercial circulation to almost a million sets, it is estimated. Two already carrying some paid shows are Bavarian Radio and Radio Free Berlin. Two more considering early adoption of the plan are South West German Radio, Baden-Baden, and Hesse Radio, Frankfurt.

A bill to end the mixed schedules on radio and tv has been introduced in the Bundestag (national lower house) at Bonn. Lobbying publishers, who want private broadcasting in Germany, also are fighting the issue in German courts [B•T, June 3]. Observers give the bill no chance of passage before elections this month. However, introduction of the bill, they say, indicates newspaper publishers are making progress on the issue.

Also pointing the way to private broadcasting in Germany was a recent decision of the Postal Ministry, which allocates frequencies, denying applications of existing radio stations for remaining uhf channels. All vhf and some uhf channels have been allocated heretofore to the semi-official radio stations. By holding onto remaining uhf frequencies, the government is believed to be contemplating private operation on these channels.

Meanwhile, the established system is building. Bavarian Radio, which originates a large part of its tv schedule live (65%), has announced plans for a $22 million television city in Munich.

KiTE Sells San Antonio

MORE DAILY HOME AUDIENCE IN SAN ANTONIO THAN ANY OTHER STATION! ‡

MUSIC & NEWS for ADULTS

NCS #2

Call Avery-Knodel, Inc.

HOOPER — PULSE — NIELSEN
KOSI DENVER
NUMBER ONE RADIO BUY
SAN FRANCISCO KOBY
KOSI Soo Perjoe
KOBY Soo Petry

Piel Bros. Again to Offer Tropical Island in Contest

Piel Bros. again will offer a tropical hideaway as a top prize through Bert & Harry, the Piel Brothers caricatures, along with other prizes in a new contest to start Sept. 13, it was announced by Henry J. Muessen, Piel Bros. president.

Last year's contest offering a treasure island racked up a record 139,000 persons who participated. This year in addition to an island, added federal and state income taxes payable by the grand prize winner will be paid by Piel Bros., up to a maximum of $5,000.

"In addition to a heavy advertising budget for extra radio-tv time, newspaper space and merchandising aids, we are planning a publicity 'spectacular' which will give the contest an enormous boost, and create considerable excitement among retailers, our salesmen and consumers," Mr. Muessen said.

The island to be offered in the contest is located among the Abaco group of the Bahamas. Other prizes to be awarded in the contest include three Hillman-Minx 1958 convertibles, eight trips to Paris for two persons, 32 Westinghouse tv sets and 400 cash prizes of $25 each. The contest will be a "complete the jingle" type, with awards for humor, aptness and originality of thought, Mr. Muessen explained.

Young & Rubicam, New York, is Piel's agency.

WJOB's 'Push-Button' Promotion Tunes in 118,000 Car Radios

WJOB-AM-FM Hammond, Ind., is successfully employing "Operation Push-Button" to add automobile listeners throughout the Hammond-Gary-East Chicago area, according to Joseph R. Fife, commercial manager.

"Operation Push-Button" works like this: The station contacts garages, auto dealers and repair shops and asks them to participate in the plan. If the firm contacted is interested they will set a button on each automobile dial to 1230 kc, the station's frequency. At the end of each week the dealers send the station a list of the cars serviced. WJOB counts returns from each dealer and awards a Florida vacation to the shop with the most jobs turned in. Free advertising on the station in the amount of $7.50 is awarded to a firm servicing 10 or more cars.

Mr. Fife reported that 118,000 cars have had a button set to the station because of "Operation Push-Button."

ALL-AMERICAN VOICE
RADIO WSRS
GREATER CLEVELAND'S
NUMBER 1 STATION
SRS "Radio-Active" MBS

BOTH WWJ-AM-TV Detroit, Mich., and KYW-AM-TV Cleveland, Ohio, sponsored a Cleveland-Detroit Day civic celebration which included the welcoming of Clevelanders who crossed Lake Erie aboard the *S. S. North American*, an exchange of gifts between officials of the two cities during a formal dockside ceremony and a social reception in the River Room of Fort Shelby Hotel. KYW's Rolland V. Tooke presented WWJ's Edwin Wheeler with a gold-plated microphone, commemorating WWJ's 37th year on the air. Pictured at the celebration are (l to r) Detroit Mayor Albert E. Cobo; Mr. Wheeler, general manager of WWJ stations; Mr. Tooke, KYW and vice president of the Westinghouse Broadcasting Co., and Cleveland Mayor Anthony Celebreeze.

KTLA's 'Gold Rush at Channel 5'

An extensive local advertising campaign to promote KTLA (TV) Los Angeles' revamped program schedule, "Gold Rush at Channel 5" was announced last week by Jim Rue, director of advertising, promotion and publicity, who said the overall cost of the advertising would exceed $123,000. Media to be used include all metropolitan and most suburban dailies; three billboards; 52 bus-benches; 1,000 bumper strips; in-store displays in over 100 supermarkets; tv fan magazines; radio (a cross-promotion arrangement with KLAC Los Angeles which will broadcast 20 spots a week for KTLA); personal letters to all local advertising agencies. The agencies will also receive gold cigarette lighters, gold rulers and giant pens. In addition an assortment of gimmicks, including prizes for people who say "Gold Rush at Channel 5" when answering calls made by KTLA personalities, will be used. There also will be a contest to identify a "Mystery Flag Pole Sitter" who will perch on the KTLA tower from sign-on to sign-off each day until he is identified.

ABC AFFILIATE CHANNEL 2
Peters, Griffin, Woodward, Inc.
REPRESENTATIVES

HOTEL
New Weston
MADISON AT 50TH
English Lounge
Meeting place
of show business

So close at hand
So very good
Two of the finest hotels in New York are just "around the corner" from CBS, Dumont or NBC. Beautifully decorated rooms and suites for permanent or transient residence. Ideal headquarters.

HOTEL
Berkshire
MADISON AT 52ND
Barberry Room
Where the celebrities
go after theatre
KNOTT HOTELS

THE REAL RUSTY . . . . . AND HIS "LOOK-A-LIKE"

WTVN-TV FINDS 'RUSTY' DOUBLE

In connection with the personal appearance of Rin Tin Tin, Rusty and Lt. Rip Masters, cast of *The Adventures of Rin Tin Tin*, at the Ohio State Fair last month, WTVN-TV Columbus conducted a five-week long contest to find the "look-a-like" of Rusty. All entrants were requested to send in their picture, name and address and a Nabisco cereal box top. Weekly winners, both boys and girls, were chosen and received a Rin Tin Tin canteen, wallet, bugle and T-shirt and the grand prize winner a complete Rusty uniform. The ten top winners were taken to the fair and Rusty was asked to choose the child he thought looked most like him. He picked Jimmy Curnutt (pictured above with his dog "Rocky") who lives at Lockbourne Air Force Base near Columbus. Jimmy was then introduced to the public during the show at the fairgrounds and had dinner with the entire troupe. WTVN-TV reports they received more than 3,000 entries in this contest. Each entrant received an autographed picture of the Rin Tin Tin cast. National Biscuit Co., sponsors of the show, donated all the prizes that were given to the winners.

WQXR Signs for Boston Symphony

WQXR New York signed a contract with the Boston Symphony last week to broadcast the 24 two-hour Saturday night concerts of the symphony this season, according to Thomas D. Perry Jr., manager of the Boston orchestra, and Elliott M. Sanger, executive vice president of WQXR. The first concert will be heard Oct. 5 (8:30-10:30 p.m.) and the series will extend through April 26. The contract provides that the expense of the broadcasts will be borne by the station and the series will not be offered for commercial sponsorship. WQXR is to order the necessary high-quality telephone lines from Boston to New York in order to transmit the music with full fidelity on am and fm. The station has exclusive broadcast rights within an 80-mile radius of New York.

Sportscaster Stern to MBS

Bill Stern, news and sportscaster on *Contact* (WINS New York, Mon.-Fri. 7-10 a.m.) has joined the MBS news staff and will have a five-minute sports show nightly, time to be announced. MBS also announced sportscasters Joe Boland and Harry Wismer will be airing the 1957 Notre Dame football schedule on MBS starting Sept. 28. Pontiac, through MacManus, John & Adams, will sponsor the schedule for the second consecutive year. Mr. Stern will continue his WINS series.

WOW Sponsors Teen DJ Contest

WOW Omaha, Neb., is carrying a *Teen-Age Disc Jockey Contest* show to give teenagers a chance to acquire broadcasting experience in addition to winning prizes. Four teens appear on each weekly contest and four weekly contests make a round. At the end of each round, the station holds a pre-finals contest featuring the four weekly winners. There are three pre-finals and the trio of pre-finals winners then compete in grand finals. Each teenager prepares his own script and selects the music. He is then judged on the basis of original ideas, selection of music, personality and overall presentation. The program has been named the area's "outstanding youth program" by the Omaha Radio-Tv Council and the station reports many favorable listener comments.

KNOB (FM) Sets All-Jazz Format

KNOB (FM) Signal Hill, Calif., on Aug. 25 inaugurated a new program policy which reportedly will make the station Southern California's first all-jazz radio station. Al (Sleepy) Stein, jazz disc jockey and KNOB's new program director, plans to cover all types of jazz, from early Dixieland to the latest progressive, in the station's programming, which will even include a Sunday morning hour of religious tunes-with-a-beat titled *Jazz Goes to Church*. George Laine, jazz columnist of the *Pasadena Independent Star News*, will conduct a nightly program and Jack Tynan, west coast editor of *Downbeat*, will have a weekly program on KNOB. Hours on the air are being lengthened from the present 4-9 p.m. to a noon-to-midnight schedule. KNOB now operates on 103.1 mc with 350 w, but has an FCC construction permit for 97.9 mc and eventually expects to up its power to 70 kw. In announcing the new all-jazz policy, KNOB pointed out that among the more than 40 am and fm stations in the Los Angeles metropolitan area there are now two all-western radio stations, one all-classical and one all-Spanish station and there ought to be room for an all-jazz outlet.

NBC-TV Changes Show Premieres

NBC-TV has announced the following changes in premiere dates for upcoming fall shows: *The Price Is Right*, originally scheduled to begin Monday, Sept. 30 (7:30 p.m.), will premiere Sept. 9 in the same time spot. *Wagon Train*, previously announced as beginning Wednesday, Sept. 11 (7:30 p.m.), will start instead Sept. 18. *The Nat King Cole Show* will start Tuesday, Sept. 10 (7:30 p.m.), instead of Sept. 24. *The Loretta Young Show* will start Sunday, Oct. 20, (10-10:30 p.m.) instead of Oct. 6.

CBS Plugs Radio's Popularity

CBS Radio is distributing to advertisers and agencies a promotional circular in the form of a legal document pointing up the advantages and popularity of radio in general and CBS Radio in particular. The "legal literature" concludes with a signed statement: ". . . said instrument contains a true and correct statement of the most essential facts of network radio programming relevant to a judicious advertising decision." Arthur Hull Hayes, CBS Radio president, and John Karol, vice president in charge of network sales, signed "document."

LISTS FM IN TV LOG

Program listings for KNEV (FM) Reno currently are being run in the local papers, but with a new twist. They are scheduled in the tv log, carried on the Community Antenna System. Station believes it is "probably the only radio station—fm or am—ever listed in a tv log."

And now for the $128,000 question—What is "SCOTCH" a brand name for?

You'll win our thanks (if not a jackpot) by respecting our registered trademark when you mention our product on your programs. If it is impossible for you to use the full name correctly: "SCOTCH" Brand Cellophane Tape, or "SCOTCH" Brand Magnetic Tape, etc., please just say *cellophane tape* or *magnetic tape.* Thank you.

MINNESOTA MINING AND MANUFACTURING COMPANY

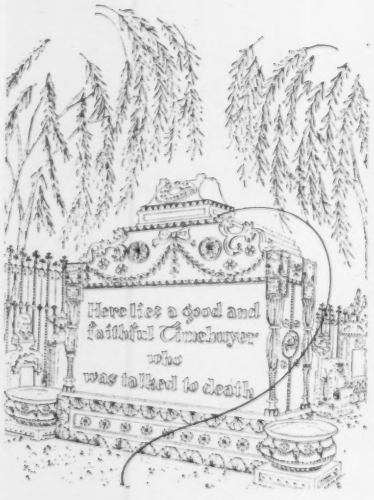
ST. PAUL 6, MINNESOTA

WGAY Stunt Plugs Airport Need

Chuck Dulane, program director of WGAY Silver Spring, Md., was scheduled to finish a solo flight last Wednesday which began Aug. 26 after only one day of flight instruction. Because he wanted to learn to fly and because the station wanted to publicize the need for a new airport in Montgomery County, Mr. Dulane decided to do the stunt. When an Oregon broadcaster, Johnny Huddleston, KYES Roseburg news director, heard of the flight, he challenged Mr. Dulane saying that he could do it in less time. Wager: a wheel of Oregon Tillamook cheese against a brace of Maryland yeast. Mr. Huddleston flew over the Oregon area and finished his solo in 5 hours and 15 minutes, but Mr. Dulane was forced to call off his solo after 4 hours and 50 minutes due to Maryland weather conditions. He hoped to finish his solo Wednesday but said he believed he would require about six hours total to do it, thus giving Mr. Huddleston the edge. Both men tried the stunt after only one day's flight instruction.

Blair-Tv Mails Time Change Map

As a "service to broadcasting advertisers and agencies concerned with the bi-annual time change problem," Blair-Tv is mailing a specially prepared "Time Change Guide Map" to timebuyers and other agency people throughout the country. Research for the service was conducted by the National Time Research Institute with which Blair-Tv has signed an exclusive contract covering time change information for the broadcasting field. The guide will show the status of major cities with special information on the numerous "exceptions" which tend to make the twice yearly time changes a production headache to the radio-tv industry. Copies may be obtained by writing to Blair-Tv, 415 Madison Ave., New York.



WLWI (TV) Indianapolis is distributing a 24-by-18-inch black and white cartoon (see above) to agency timebuyers along with a letter saying, "We're sure any timebuyer anywhere would want to hear WLWI talk . . . " and then goes on to tell why. Also included in the mailing is a business reply card for a framed copy of the cartoon.

WELM Buys Spots on WFBL

A spot campaign to promote WELM Elmira, N. Y., was started on WFBL, Syracuse, N. Y., on Aug. 30 in an effort to reach many of its listeners who visit the "Southern Tier of New York." According to WELM, recent sample surveys have shown that many Syracusans and visitors to that area travel through the Elmira area. Therefore, the campaign is aimed directly at these people in an effort to "highlight WELM in its listening area." The announcements will continue for a minimum period of two weeks, with "possibilities of extension of time based on the acceptance of the idea by radio audiences."

ABC's Christmas in August

It was Christmas in August for ABC's *Breakfast Club* last Tuesday—marking probably the first yuletide program this year on any network. The occasion was a special broadcast for the Armed Forces Radio Service, which will process a taped version and distribute it to servicemen overseas. The *Breakfast Club* series has been heard by American troops abroad, on a three months' delayed basis, since the spring of 1955. Traditional carols and poetry, plus interviews with mothers of soldiers abroad, were featured on the Aug. 27 show, with Don McNeill as m.c.—and Christmas only 97 shopping days away.

CBS-TV Reports Program Changes

CBS-TV will present *Assignment Foreign Legion* in the Saturday 10:30-11 p.m. time slot, replacing the *Jimmy Dean Show*. The English adventure series, which stars actress Merle Oberon, will make its American debut Sept. 14. The *Jimmy Dean Show*, which is sponsored by Hazel Bishop Inc. through Ed Kletter Adv., will be moved to the Saturday 12 noon to 1 p.m. spot, replacing *Big Top* which is being dropped this fall. Hazel Bishop will no longer sponsor the country music show in the new one-hour time slot.

WBKB (TV) to Televise Pool

Televised pool games, foreseen by an ABC vice president as the "next successful 'gimmick' show" in local tv, will be given a trial run by WBKB (TV) Chicago Sept. 8. Titled *Pocket Billiard Stars*, the program will be offered "for approval" in a move to approximate or surpass the success achieved by televised bowling. It will feature a two-man match, with Joe Wilson, pioneer sportscaster, as producer and co-owner of the package. If successful, it may become a weekly series.

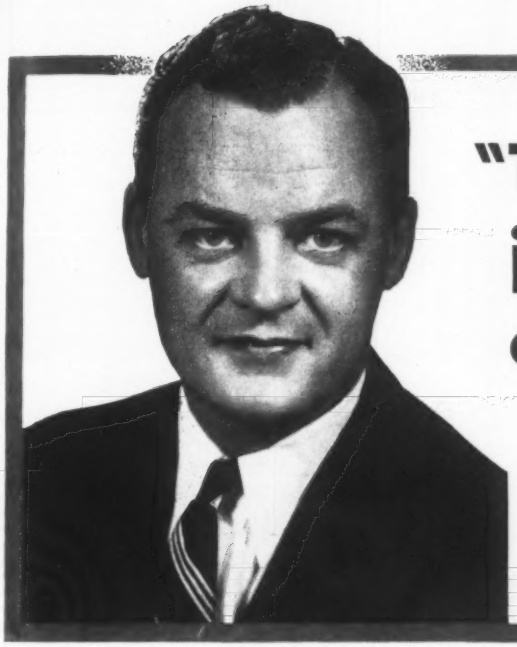
TO celebrate the formation of a new seven-station "State of Maine Lobster Network," reportedly offering primary coverage of more than 90% of that state's population, cartons containing 10 live lobsters were delivered to more than 250 agency timebuyers. The seven stations involved in the network are WLOB Portland, WCOU Lewiston, WFAU Augusta, WRUM Rumford, WGHM Waterville, WGUY Bangor and WFST Caribou. Above (l), WLOB General Manager Melvin L. Stone of the flagship station holds a carton as Ray Stoddard, skipper of the Casco Bay lobster boat Condor empties the contents of a lobster trap.

'Back to School' Promotion

NBC has begun the sponsorship of a "Back to School" promotion providing program material around which affiliates can sell adjacencies to advertisers supplying school needs. Matthew J. Culligan, vice president of NBC Radio said the six-week promotion will inform its listeners that many needs, both material and intangible, must be taken care of to insure successful academic performance by children of all ages. Mr. Culligan said "experts from many fields, including educators, nutritionists and home economists, will inform parents how they can best fulfill their responsibilities to their school-age children." The authorities are appearing on programs throughout the week and on *Monitor* during the weekend.

KHJ-TV Movies at All Time High

Feature films as program material on KHJ-TV Los Angeles hit an all-time high beginning Aug. 26. A total of 29 different theatrical motion pictures are to be broadcast by the station each week. The total would be raised to 35 if the six repeat broadcasts of the *Channel 9 Movie Theatre*, which is televised Monday through Friday and twice on Sunday, are counted as separate programs. KHJ-TV will devote 42 hours, 50 minutes and 5 seconds to these feature film broadcasts during the week, plus whatever time is given to commercials telecast in connection with the filmed programming. Totals include five one-hour westerns, KHJ-TV points out.



"This great professional journal keeps pace — and faith . . ."

says **ERNEST A. JONES**
President
MacManus, John & Adams, Inc.

"More than ever before, advertising is news; and Advertising Age gives it to me fast and clear. The value of authentic news about our business never has been greater as advertising continues to grow in complexity, responsibility and opportunity. Because this great professional journal keeps pace — and faith — it is a 'must' for me, no matter how tight my Monday schedule may be."

ERNEST A. JONES

A 20-year veteran of big-league advertising (although in his early forties), Mr. Jones has been associated with MacManus, John & Adams since his college days. He joined the agency as a production department apprentice upon graduation from the University of Michigan, and has since functioned in a creative or supervisory capacity on all of its major accounts. In 1950, he was appointed a vice-president and transferred to New York to open a branch office, but he returned to headquarters at Bloomfield Hills, Michigan, in 1953, as executive vice-president and a director. Two years later, he was named president of the agency. Mr. Jones is in demand as a speaker and is active in AAAA affairs, as well as in civic matters of Bloomfield Hills and nearby Detroit.

1 Year (52 issues) $3

Week in, week out, Advertising Age gives the news, trends and developments of advertising "fast and clear" to the marketing executives who are important to you. More and more, those who *influence*, as well as those who *activate* major broadcast decisions have come to depend upon the authoritative, up-to-the-minute coverage found in Advertising Age.

MacManus, John & Adams, for example, ranks among the top agencies in broadcast advertising, with radio-tv billings totalling $7,000,000* in 1956. Among its clients investing heavily in television are the Pontiac Division of General Motors, Minnesota Mining & Manufacturing Co., and Dow Chemical Co. (Pontiac alone spent $1,957,849 in network and an additional $544,780 in spot tv in 1956**.)

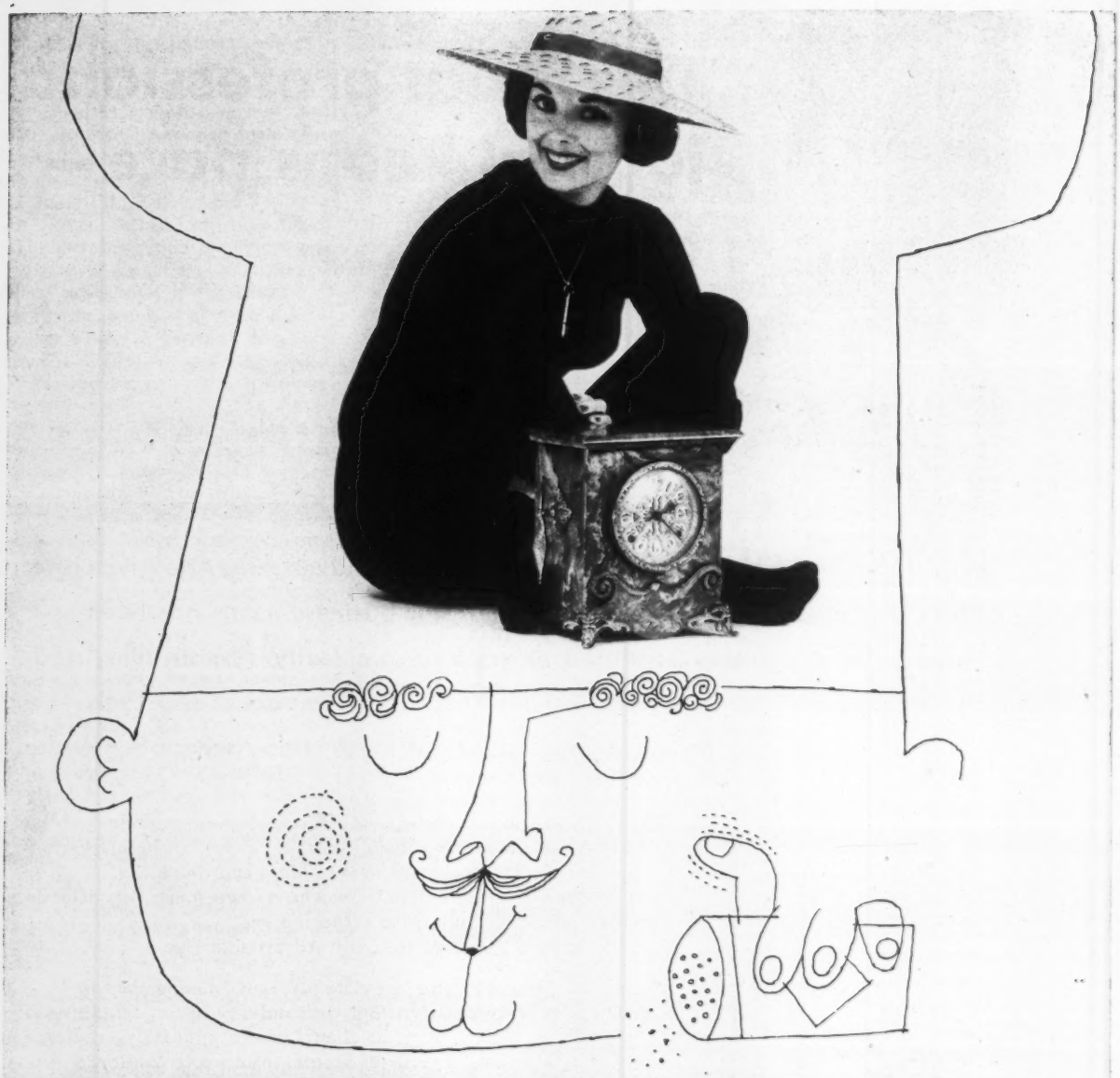
Every Monday, *60 paid-subscription copies of Ad Age* get "must" readership by MacManus, John & Adams executives. *Further, 90 paid-subscription copies reach marketing planners and budget setters in the companies mentioned.*

Add to this AA's more than 39,000 paid circulation, its tremendous penetration of advertising with a weekly paid circulation currently reaching over 11,000 agency people alone, its intense readership by top executives in national advertising companies, its unmatched total readership of over 145,000—and you'll recognize in Advertising Age a most influential medium for swinging broadcast decisions your way.

*Broadcasting Telecasting 1956 Report.
**Advertising Age's Profiles of 100 Leading National Advertisers, August 19, 1957.

important to important people

200 EAST ILLINOIS STREET • CHICAGO 11, ILLINOIS
480 LEXINGTON AVENUE • NEW YORK 17, NEW YORK



you need the personal touch to sell in Milwaukee

'Tis not only what you say . . . but how you say it in this business. That's why we insist that, when you send us live copy . . . our disc jockeys deliver a LIVE live announcement! It's an INTEGRATED commercial, too . . . as much a part of the show as Perry Como or Frank Sinatra . . . and it's the word of a fellow that Milwaukee listeners enjoy. Yes, by design on WEMP, your copy gets the interpretation necessary to effectively sell the market!

WEMP

5000 watt power at 1250 k.c.

KEY ENTERTAINMENT STATION

BIG 7 RADIO PERSONALITIES: Records round the clock . . . 24 hours a day, seven days a week . . .

SPORTS: Live Play-by-play Milwaukee Braves Baseball; U. of Wisconsin Football and Basketball; Green Bay Packer Football; special sports events, 11 sportscasts daily.

32 NEWSCASTS DAILY: Gathered and edited by 6-man WEMP news department from UP news wire, UP sports wire, 2 mobile units, special state correspondents, U. S. Weather wire, Police and Fire Dept. radio, regular daily telephone contacts.

represented wherever you live by Headley-Reed

MONDAY MEMO

from **NORMAN B. NORMAN,** *president, Norman, Craig & Kummel*

RELATE YOUR SALES MESSAGE TO THE CUSTOMER'S OWN WORLD

What is it that makes one set of words, ideas and pictures work harder than another? This is the puzzle that creative agency personnel have been trying to solve ever since the first advertiser put up his first sign. We believe that the answer does not lie in a formula, but rather in a method, a way of working.

It was while the agency was working on the Maidenform and Revlon accounts that we came to realize that a certain presentation of ideas consistently sold harder, worked faster, lasted longer in the public mind than did others.

We feel that we found the key to this puzzle about four and a half years ago. The answer seems simple at first glance: the campaigns which worked the best and paid off the fastest were those campaigns which related the product to people and their problems first, and then went on to discuss product virtues and product differences.

The more we saw it work, the more we felt this was the first major advance over the old-fashioned "reason-why" school of advertising. We called it "emotional reason why," because this advertising first establishes an emotional link between the advertiser and the consumer—and then goes on to its business of selling.

But the word emotion covers a multitude of things. To many advertising people it means only a boy and a girl and romance. Nothing could be more absurd. Not that we minimize romance, but it is only one of the emotional areas. To further clarify our approach, we finally termed it "empathy in advertising." Webster's defines empathy as "the imaginative projection of one's own consciousness into another being." Empathy in advertising, to us, is a quality which lets the reader or viewer find himself in your ads and commercials. It is more than identification—it makes these messages real and personal, for the reader or viewer feels that you are really talking to him.

TYPES OF ADS THAT INSTILL PRIMARY DESIRES

You can find, as we have, several isolated examples of this kind of advertising over the past 35 to 40 years. Perhaps the greatest example of all is the Listerine advertisement, "Often a bridesmaid—never a bride." What are some of our best examples of empathy in advertising? Most people generally credit the "Fire and Ice" advertisement which we prepared for Revlon as the greatest ever run for them. You cannot pick out any single element in the ad and say, "There, that's the empathy." The picture, layout, headline, copy, mood and tone of the whole ad reflect it. The woman is drawn into the ad, she participates in it, and she has fun with it. She feels that this company, this product understand her—and before she is through she really wants that lipstick. The important thing is that the feeling came first. The ad put the woman in the mood, it made her want before it tried to reason or argue. Once she wanted, then the rest was easy.

Now let's take a later example. Launching a new product—a permanent wave for Warner-Lambert. Here we began by creating the entire atmosphere in which this product would live: Naming the product, designing the package and creating the advertising and brand image these things dictated. The major effort was in broadcasting. And the television commercial to our way of thinking is a living image of empathy in action. The commercial opens with an invitation to women to discuss the problem which all women have—that of not having the kind of hair they would like to possess. Our research showed us that it isn't so much the fact that a woman wants manageable lustrous hair—or even hair with beautiful waves. What she wants is a whole new head of hair—and as soon as possible. She wants the kind of hair she's admired in others. Knowing this, we were able to put the woman in the proper frame of mind to talk to her directly about the problems she has with her hair. By sharing her problem, we were able to tell her that, with a little help from us, she can achieve the kind of hair she has dreamed about and envied in others. And, with our new Bliss! creme home permanent, this is true.

The examples make it all sound incredibly easy. On the contrary, it is incredibly difficult. We could spend pages in a discussion of the necessity for proper execution, without which the whole approach is negated. Especially in television and radio, the execution of the idea is at least as important as the idea itself. This we have proved to our satisfaction on such shows as the *$64,000 Question, The Big Surprise, Playhouse 90,* and others.

We frequently hear remarks that this empathy advertising is "plucked from the air." The fact is that one can't even begin to create empathic advertising until an extraordinary amount of product testing, research—both quantitative and motivational—has been completed. Given the normal amount of research that would go into an everyday, "reason-why" ad, we would find our work just beginning.

RESEARCH RESULTS ALONE ARE NOT SUFFICIENT

After all, if you assume equally good research on a given problem, then all competitive companies and their agencies will start with the same information. And if the creative process is to play the research back, then the ads are bound to come out with a great deal of similarity (which they do!).

But—and here's the secret—we don't stop here. It is necessary to go on, to interpret the research, to probe and understand, to relate the product, the research and all the rest to people. Once we have done this, once we have developed the emotional bond between the product and the people—then we're ready to go. We sum it up for our clients by constantly reminding them (and ourselves) that they are in the people business. And you must move people to move merchandise.

The big job in an advertising agency today is the same as it was 50 years ago: The job starts when the research is completed. You must take the results of the research, which define the problem and the manufacturer's situation in it, and bring it into focus and in relation to a person's own interests.

It all sounds very good—and it is! If, however, you go out and try to develop emphatic advertising tomorrow, don't be disappointed if it takes a little longer and requires a little more effort than you thought possible. It isn't easy. Not everybody can do it. It takes sensitive people, people who have a high I.Q., people who "know" that other people think and feel the same way they do. It takes empathy!

Norman B. Norman; b. Oct. 3, 1914, New York City; educ.: Columbia College; started with Biow Co. and worked up to assistant to the president in charge of new business. Was with agency for eight and a half years when he joined the Navy as lieutenant j.g. Returned to civilian life and joined Research Institute as merchandising director for one year then went to William Weintraub Agency as account executive on Revlon. On Jan. 1, 1955 the agency's name was changed to Norman, Craig & Kummel and Mr. Norman was made executive vice president. Last July 1 he was elected president.

The Boston Story

TO JUDGE by some "news" stories out of Boston, the city has become a wasteland since six daily newspapers were closed by a strike Aug. 9.

One of our staff archeologists went up there last week and was astonished to find no ruins. Indeed he sent back a lively report about a lively community whose stores were busy and whose people seemed healthy and well fed.

The complete report appears elsewhere in this issue, but it may be summarized thus: The removal of newspapers does not constitute a civic calamity in the age of radio and tv.

Boston of August 1957 is not unlike Detroit of late 1955 and early 1956 when all Detroit dailies were strike-bound. Retail sales are holding up well. Perhaps they would be higher if all local advertising media were available. Perhaps they would not. It is pointless to argue in either direction.

The Boston strike is reaffirming what the Detroit strike proved: that contemporary America is gifted with many methods of communication. The temporary loss of one creates a dislocation but not a convulsion.

We are sure that the citizens of Boston will be happier when their newspapers resume publication. We are equally sure that they will not panic for momentary want of newspapers.

We do not suggest that radio and television stations in Boston should gallantly relinquish to papers upon resumption of publication the extra retail advertising that has been put on the air during the papers' strike. The Boston stations have had an unexcelled opportunity to prove their worth as local advertising media and should circulate that proof widely in the community.

In today's advertising scheme there is room, indeed need, for all avenues of communication to the public. That does not mean that radio and television can lessen their efforts to persuade retailers that the air media are ideal vehicles, with unique abilities, to move retail merchandise.

Drawn for BROADCASTING • TELECASTING by Sid Hix

"Somebody goofed! Take a look at the fencing expert they sent over to appear on our farm hour."

The Great Music Hoax

NEVER in the history of Tin Pan Alley has there been a travesty to equal that being acted out under the aegis of the Songwriters Protective Assn., fronting for the American Society of Composers, Authors & Publishers. This pernicious make-believe has the songwriters (really ASCAP) cast in the role of the ill-fed, mistreated urchin, with Broadcast Music Inc. as the monopolistic, defiant tyrant.

This fantastic show hit the road just a year ago, at Foley Square Courthouse in New York, where Chairman Emanuel Celler (D-N. Y.) of the House Judiciary Committee, turned what was to have been a hearing on alleged television monopoly into a well-engineered jam-session, with ASCAP doing the jamming against BMI. Ordinarily such hearings are held in Washington, but Mr. Celler gave ASCAP a national sounding board to advance its campaign against BMI in the community that houses Tin Pan Alley, which happens also to be his home town. The fact that ASCAP is in court with a $150 million suit against BMI was only coincidental.

Act II was unfolded in Washington a fortnight ago. Sen. George A. Smathers (D-Fla.), regarded as one of the bright young men of the upper body, introduced an extraordinary bill to prohibit radio and tv stations from engaging directly or indirectly in the publishing of music or in the manufacturing or selling of phonograph records. Then came a remarkable sequence of events, proving just how artful the songwriters (ASCAP) press-agentry can be. Oscar Hammerstein, the noted composer, and an ASCAP stalwart, guest-authored the John Crosby syndicated newspaper column. He praised Sen. Smathers. He quoted another Crosby—Bing—over the "sorry state of popular music today" and the "BMI monopoly." Then Frank Sinatra was brought into the act by the release of a telegram assailing Columbia Records. All signs pointed to continued firing of ASCAP flak against BMI-broadcaster targets.

Unfortunately, the facts never seem to catch up with the half-truths and innuendoes. How Sen. Smathers was inveigled into fronting for the songwriters is today a mystery. He told B•T he was saving broadcasters from their own folly. Part of Tin Pan Alley has been transplanted to Miami Beach and this may have a bearing on the Florida senator's off-beat crusade.

What are the facts? They are known to every broadcaster who has been in the business since BMI was formed in 1940. They are known to every author, composer and publisher who was unable to break the ASCAP charmed circle, but found a haven in BMI, if he had the stuff. They are known, likewise, to all members of ASCAP who have maintained a self-perpetuating board, and who are now cutting bigger melons than ever—because of ASCAP performances over radio and television.

The charge of a BMI monopoly is a snare and a delusion, and ASCAP writers know this. ASCAP's take from radio and television last year was $20 million. BMI's amounted to $9 million.

BMI was formed because ASCAP had an iron-ribbed monopoly. BMI introduced competition when ASCAP was demanding prohibitive percentages of station income. Stations and networks underwrote BMI—not to exclude ASCAP, but to assure a competitive marketplace and provide opportunities for talent that had no place to go because of ASCAP's closed society. The Dept. of Justice and the courts so found.

We doubt whether Sen. Smathers realizes the portents of the bill he introduced. He talks only about separating RCA and CBS from the recording field, in itself as incomprehensible as separating the House from the Senate. Practically all of the motion picture producers are in the music "publishing" business. Some of them, like Paramount, own stations. Loew's owns WMGM New York. And there are others.

Bing Crosby, who has music and record interests, owns substantial minorities in several broadcast properties. And he's a member of ASCAP. Gene Autry owns stations and has written songs. There are many others.

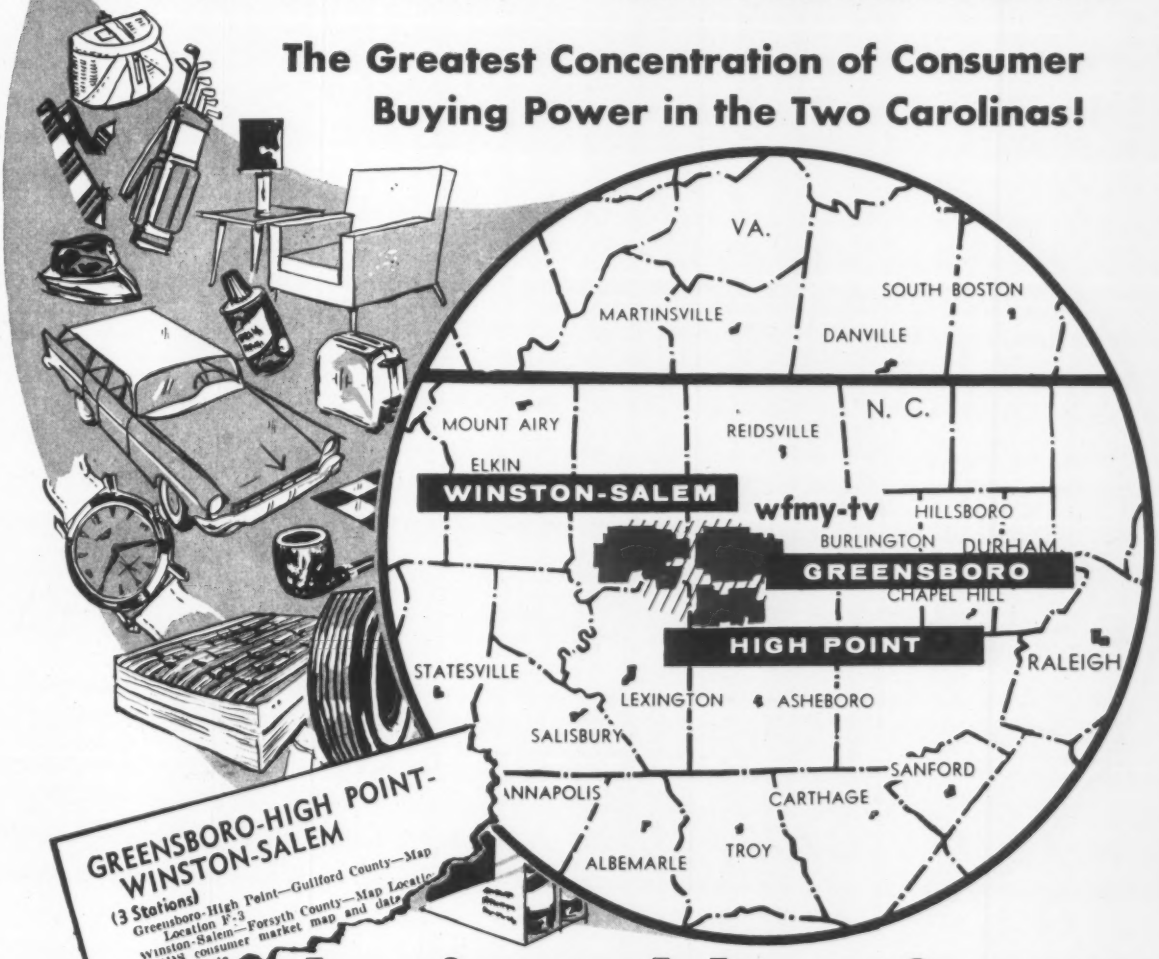
In addition to RCA and CBS, ABC recently acquired Am Par Records. MGM is in the record business too. Paramount bought Dot last year. A number of independent stations have publishing houses and their own recording labels.

So what are the songwriters (ASCAP) shooting at? Are they trying to win their $150 million law suit in the public prints by jerking at heart-strings and talking such patent nonsense as suppression of the old masters? (Just one generation ago, Gershwin's "Rhapsody in Blue" and similar numbers, now immortalized as "standard," were attacked as trashy jazz that would undermine our youth.)

Or is the campaign designed to force broadcasters and the networks out of BMI, which would mean its abandonment and a return to complete ASCAP monopoly?

North Carolina's INTERURBIA

The Greatest Concentration of Consumer Buying Power in the Two Carolinas!



dominated by wfmy-tv

Interurbia—The heart of North Carolina's Prosperous Piedmont . . . *YOURS* with WFMY-TV! First in population . . . First in total retail sales! Call your H-R-P man for full details on WFMY-TV coverage of INTERURBIA *PLUS* the big Industrial Piedmont!

- ✓ 54 Prosperous Counties
- ✓ 2.2 Million Population
- ✓ $2.8 Billion Market
- ✓ $2.2 Billion Retail Sales

WFMY-TV . . . Pied Piper of the Piedmont
"First with LIVE TV in the Carolinas"

wfmy-tv
Channel 2

GREENSBORO, N. C.

Represented by
Harrington, Righter & Parsons, Inc.
New York • Chicago • San Francisco • Atlanta • Boston

Basic
CBS
Since 1949